Initial Study/Negative Declaration
8730 Sunset Boulevard Billboard and Façade Remodel Project

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Acronyms and Abbreviations

Acronym/Abbreviation	Definition
AB	Assembly Bill
AQMP	Air Quality Management Plan
CAAQS	California Ambient Air Quality Standards
CAP	Climate Action Plan
CARB	California Air Resources Board
CCR	California Code of Regulations
CEQA	California Environmental Quality Act
CH_4	methane
CNDDB	California Natural Diversity Database
CNEL	Community Noise Equivalent Level
CO	carbon monoxide
CO_2	carbon dioxide
CO_2E	carbon dioxide equivalent
DPM	diesel particulate matter
DTSC	Department of Toxic Substances Control
EIR	Environmental Impact Report
EO	Executive Order
EPA	Environmental Protection Agency
ESA	Endangered Species Act
FEMA	Federal Emergency Management Agency
GHG	greenhouse gas
GWP	global warming potential
IS	Initial Study
LED	light-emitting diode
LRA	Local Responsibility Area
LST	localized significance threshold
MT	metric tons
NAAQS	National Ambient Air Quality Standards
NAHC	Native American Heritage Commission
ND	Negative Declaration
NO_2	nitrogen dioxide
NRCS	Natural Resources Conservation Service
O_3	ozone
OEHHA	Office of Environmental Health Hazard Assessment
OPR	Office of Planning and Research
PM_{10}	particulate matter with an aerodynamic diameter less than or equal to 10 microns
$PM_{2.5}$	particulate matter with an aerodynamic diameter less than or equal to 2.5 microns
PPV	peak particle velocity
PRC	California Public Resources Code
RCNM	Roadway Construction Noise Model
RTP/SCS	Regional Transportation Plan/Sustainable Communities Strategy
RWQCB	Regional Water Quality Control Board
SCAB	South Coast Air Basin
SCAG	Southern California Association of Governments

Acronym/Abbreviation	Definition
SCAQMD	South Coast Air Quality Management District
SCCIC	South Central Coastal Information Center
SCE	Southern California Edison
SEMS/NIMS	Standardized Emergency Management System/National Incident Management System
SF	square feet
SSP	Sunset Specific Plan
SWRCB	State Water Resources Control Board
TAC	toxic air contaminant
VHFHSZ	Very High Fire Hazard Severity Zones
VMT	vehicle miles traveled
VOC	volatile organic compound

1 Introduction

1.1 Project Overview

The 8730 Sunset Boulevard Billboard and Façade Remodel Project (proposed project) consists of installation and operation of a new billboard (known as The Sunset Worl) and associated façade improvements at the existing "Sunset Towers" building at 8730 Sunset Boulevard in the City of West Hollywood (City). The new billboard would consist of two digital sign faces. The proposed façade improvements would consist of new landscaping and new panels along the entire Sunset Boulevard–facing façade of the Sunset Towers building.

1.2 California Environmental Quality Act Compliance

The California Environmental Quality Act (CEQA) applies to proposed projects initiated by, funded by, or requiring discretionary approvals from state or local government agencies. The proposed project constitutes a project as defined by CEQA (California Public Resources Code Section 21000 et seq.). CEQA Guidelines Section 15367 states that a "Lead Agency" is "the public agency which has the principal responsibility for carrying out or approving a project." Therefore, the City of West Hollywood (City) is the lead agency responsible for compliance with CEQA for the proposed project.

As lead agency for the proposed project, the City must complete an environmental review to determine if implementation of the proposed project would result in significant adverse environmental impacts. To fulfill the purpose of CEQA, an Initial Study has been prepared to assist in making that determination. Based on the nature and scope of the proposed project and the evaluation contained in the Initial Study environmental checklist (contained herein), the City, as the lead agency, concluded that a Negative Declaration is the proper level of environmental documentation for this proposed project. The Initial Study shows that impacts caused by the proposed project would be less than significant. This conclusion is supported by CEQA Guidelines Section 15070, which states that a Negative Declaration can be prepared when "(a) the initial study shows that there is not substantial evidence, in light of the whole record before the agency, that the project may have a significant effect on the environment, or (b) the initial study identifies potentially significant effects, but (1) revisions in the project plans or proposals made by, or agreed to by the applicant, before a proposed mitigated negative declaration and initial study are released for public review would avoid the effects or mitigate the effects to a point where clearly no significant effects would occur; and (2) there is no substantial evidence, in light of the whole record before the agency, that the project as revised may have a significant effect on the environment." The Initial Study contained herein demonstrates that the proposed project would not have a significant effect on the environment. As such, the proposed project would not result in potentially significant effects, and no mitigation measures are required. Therefore, the City has prepared a Negative Declaration for this project.

1.3 Definitions

The proposed project would involve development of an innovative billboard structure along a portion of Sunset Boulevard known as the "Sunset Strip," an approximately 1.6-mile segment of Sunset Boulevard that passes through the City of West Hollywood. Sunset Strip is a world-renowned location for signs, billboards, and creative advertising. There are a variety of terms used by advertising businesses and by the City to describe different types of signs. Some

of these terms will be used throughout this document; as such, a list of common signage terms and definitions is provided below and represents a compilation of West Hollywood–specific definitions, common industry definitions, and City regulations that apply to certain types of signs. The City's regulations for Sunset Strip signage are primarily set forth in the Sunset Boulevard Off-Site Signage Policy, which was adopted by the City in 2019. Definitions are also contained in this Policy.

Off-Site Sign. An off-site sign is a sign that identifies a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, does not constitute the principal item that is for sale or that is manufactured on the premises.

On-Site Sign. A sign that advertises something that is sold or produced on the premises.

Static Billboard. A static billboard is an off-site sign with advertising copy displayed on a large panel. The advertising copy consists of a printed (i.e., non-digital) image that is changed periodically.

Digital Billboard. A digital billboard consists of clusters of light-emitting diodes (LEDs) that display illuminated sign content through the use of a computer that receives images remotely via the Internet. Digital billboards are equipped with lighting sensors and controls to adjust brightness based on ambient light conditions. The display can be dimmed at a specified time or a light sensor can be installed that determines ambient light levels and adjusts the brightness of the screen accordingly. The imagery that is displayed typically consists of a series of static slides, a video or animation sequence, or a combination of both. Digital billboards can also be used to display news feeds, live scores, traffic, social media content, local weather forecasts, countdowns, and other time-sensitive, local, and/or interactive content. Due to the energy required to illuminate the clusters of LEDs during both daytime and nighttime, digital billboards have electricity consumption that is greater than that of static billboards.

Tall Wall Sign. A tall wall sign operates in a manner similar to a static billboard; however, the advertisement is applied directly to the exterior wall of an existing structure, rather than being affixed to a pole, and is a minimum area of 5,000 square feet.

1.4 Project Location

The proposed project is located on the Sunset Strip, a vibrant urban corridor that features a variety of the off-site signs that are defined above. Below is a description of the location of the Sunset Strip and the project site, followed by a description of the environment that immediately surrounds the project site, including nearby off-site signage.

Regional Location

The project site is located at 8730 Sunset Boulevard in the western portion of the City of West Hollywood. Regional access to the project site is provided via U.S. Route 101 (US 101, Hollywood Freeway), located approximately 3.0 miles northeast of the project site. Figure 1-1 shows the regional location of the project site, as well as the project site within the context of Sunset Boulevard. Local access is provided via major north-south and east-west oriented roads including Sunset Boulevard, which forms the northern boundary of the project site; Doheny Drive, located approximately 0.49 miles west of the project site; Santa Monica Boulevard, located approximately 0.31 miles south of the project site; La Cienega Boulevard, located approximately 0.30 miles east of the project site, and Holloway Drive, located approximately 375 feet south of the project site.

The Sunset Strip is a highly urbanized area within the City of West Hollywood and is an internationally known corridor, historically recognized for its entertainment uses, restaurants, and billboards. It contains a mix of low- and high-rise buildings most of which front directly onto the street. A high level of pedestrian activity and "urban village" ambience results from the types of uses, siting of the structures on the sidewalks, and design characteristics on the street level that invite pedestrian observation and use. The Sunset Strip is known for its wide array of large and colorful billboards and tall wall signs. Billboards are located on the top of buildings, on the top of poles, on building façades, or within lots at frequent intervals, and tall wall signs are located on east- and west-facing building façades.

Project Site

A majority of the project site is developed with the existing Sunset Towers building, which is 80,120 square feet (SF) in size, contains eight floors, and is approximately 82 feet and 5 inches in height. The building is bound by Sunset Boulevard to the north, an office and retail building to the west, Holloway Drive to the south, and a restaurant building to the east. The main entry to the Sunset Towers lobby is from Sunset Boulevard. The building includes an attached parking garage on the south side that extends toward Holloway Drive.

Entry to the attached parking garage is available on Sunset Boulevard (ingress only), and vehicles may exit through the south onto Holloway Drive (egress only). The parking lot contains five stories including a ground floor situated at the street level of Holloway Drive (approximately 320 feet above mean sea level [amsl]) and an exposed top floor. The garage entryway on Sunset Boulevard slopes downward from the street level (approximately 370 feet amsl) to meet the elevation of Holloway Drive.

The project site as seen from the front along Sunset Boulevard includes the existing Sunset Towers building with no existing landscape planters, billboards, or special architectural lighting features. However, there is a tall wall sign on the west side of the building, and there is a billboard immediately adjacent to the east side of the building, associated with the adjacent property at 8720 Sunset Boulevard. The Sunset Towers building is partially attached to the existing retail and office structure to the west (8746 Sunset Boulevard) and is detached, but directly adjacent to, the restaurant building to the east (8720 Sunset Boulevard). The northern building façade of Sunset Towers is characterized by brown granite, metal guardrails and stair detailing with gold accents, and glazed windows. The building alternates between brown paneling and windows on each floor above ground level. One streetlight fronts the building at the westernmost building entryway and one street tree is located near the easternmost building entryway.

Surrounding Land Uses

The area surrounding the project site is primarily developed with commercial and residential uses. To the north of the site across Sunset Boulevard are existing commercial and office structures that range from 1 to 3 stories in height. Farther east and west are multiple one- to two-story restaurant buildings, office buildings, retail stores, and their associated parking lots. To the south of the project site across Holloway Drive are high density residential uses. Multi-family residences in this area are generally 2 to 3 stories in height.

Existing Public Views of the Project Site

Looking North from Holloway Drive

Views of the project site from Holloway Drive consist solely of the attached parking garage. The 8-story Sunset Towers building is not visible from street level. However, areas farther west along Holloway Drive contain some views of the western building face and the tall wall sign, when not obscured by intervening vegetation. However,

the northern building face (where the new billboard and other project components are proposed) is not readily visible from Holloway Drive.

Looking South from Sunset Boulevard

From Sunset Boulevard, south-facing views of the project site are unobstructed. There are no large street trees or other structures that intervene with views of the project site. Pedestrians, bicyclists, and motorists are allowed clear views of the building including all design and architectural features.

Looking West along Sunset Boulevard (Views from the East)

The east-facing and north-facing facades of the Sunset Towers building can be seen by westbound travelers along Sunset Boulevard, looking to the west. West-facing views of the building begin as far east as the intersection of Sunset Boulevard with La Cienega Boulevard. However, views of Sunset Towers from the intersecting roadways to the east of the project site (e.g., Sunset Plaza Drive, Londonderry Place, Alta Loma Road) are generally obstructed by intervening structures, landscaping, and topography. Primary public reviews are from Sunset Boulevard.

Looking East along Sunset Boulevard (Views from the West)

Looking east along Sunset Boulevard, the project site becomes visible from approximately the intersection of Sunset Boulevard with Holloway Drive. From Sunset Boulevard near its intersection with Sherbourne Drive, the western building face is clearly visible with the tall wall sign in the forefront and the property address sign on top of the building. The northern building face is also visible from this point but is obscured from view farther west along Sunset Boulevard due to the curve of the street. No street trees or other structures obstruct views of the building. From intersecting streets to the west of the project site (e.g., Sherbourne Drive, Horn Avenue, Larrabee Street), views of the project site are largely obstructed by intervening buildings, landscaping, and topography.

Surrounding Off-Site Signage

As of 2019, The Sunset Strip was developed with 104 billboards (City of West Hollywood 2019). The immediately adjacent restaurant to the east of the project site supports an existing single-sided, pole-mounted, static billboard. Across the street from the project site, a double-sided, roof-mounted, static billboard is located at 8721 Sunset Boulevard. Also across the street from the project site, the building at 8743 Sunset Boulevard supports an existing single-sided billboard that has recently been replaced with a digital billboard. A new billboard, internally lit, has also been approved for 8752 Sunset Boulevard.

1.5 Project Background and Purpose

As characterized above, Sunset Strip is well known for its off-site signage. Billboard faces on the Sunset Strip range in size from approximately 360 square feet (smaller than standard) to approximately 2,000 square feet (larger than standard), and tall walls represent significantly larger off-site advertising venues exceeding 5,000 square feet. The Sunset Strip has a rich history of innovative and creative signs, most notably its custom-painted billboards from the 1960s and 1970s that were driven by the music industry, and advertised its artists, album releases and concert performances. The hotels, restaurants, bars, and fashion-based retail along Sunset Strip have established the Sunset Strip as a major driver for the City's local economy. However, many of the billboards along Sunset Strip no longer represent unique, creative, or innovative designs with the distinct character expected of off-site signage on

Sunset Boulevard. As such, the City has engaged in a planning effort to again propel the Sunset Strip into the forefront of unique, creative outdoor media (City of West Hollywood 2021). Until recently, off-site signage on the Sunset Strip was regulated under Section 19.34.080 of the City's Zoning Code and under the Sunset Specific Plan, which was adopted in July 1996 and amended in 2016 to change regulations for creative off-site signage. In 2019, the City adopted the Sunset Boulevard Off-Site Signage Policy, which again amended the Sunset Specific Plan. This policy document revised regulations for digital billboards and new off-site signage along the Sunset Strip. The policy includes standards and requirements for off-site signage projects that encourage innovation while establishing regulations that limit light/glare effects, visual effects, and energy usage, as well as other environmental effects, such as adverse effects to cultural resources.

The proposed project would be required to comply with the standards set forth in the Sunset Boulevard Off-Site Signage Policy (also referred to herein as the "policy"). The City also adopted a Negative Declaration (ND) for the policy (the "*Sunset Strip Off-Site Signage Policy Initial Study/Negative Declaration*") hereafter referred to as the "Sunset Strip Off-Site Signage Policy IS/ND."

Since adoption of the ND and approval of the Sunset Boulevard Off-Site Signage Policy in 2019, the City has begun policy implementation. Screening applications for off-site signage projects were submitted to the City by applicant teams, and the City assembled a Design Excellence Review Committee to evaluate the applications. The committee concluded its review of the applications in May 2020 and selected 21 off-site signage applications that are now allowed to proceed through the entitlement process. These projects are all subject to the approved policy and were selected by the City based on their exemplification of the design standards and overall vision for the Sunset Strip set forth in the policy. This group of 21 off-site signage proposals is referred to as the "Top-Scoring Projects" in this document. Each Top-Scoring Project still requires individual discretionary review and approval from City decision makers.

The Sunset Strip Off-Site Signage Policy IS/ND analyzes several types of off-site signage projects that are allowed under the new policy. Some project types require future project-specific analysis under CEQA. Such project types include new off-site signs that are a part of new development projects or significant building upgrade projects. Other project types were determined to require no further analysis, as the IS/ND concluded that no significant environmental impact would result. Projects requiring no further analysis include modifications to existing off-site signs and conversion of existing static billboards to digital billboards.

The Sunset Worl design at 8730 Sunset Boulevard was submitted by architecture and design firms Arrogant Studio and FoundationForForm, and media company Porter24. The Sunset Worl was envisioned with asymmetrical illuminated panels and landscaped features, in contrast to the rectangular format of a traditional billboard. The project also includes a variety of façade improvements to the existing building at 8730 Sunset Boulevard. As such, the proposed project is considered a new off-site signage project that is part of a significant building upgrade. The project is also considered an "alternative project" under the Sunset Boulevard Off-Site Signage Policy, due to its inclusion of digital sign area in excess of the maximums specified in the policy. As identified in the Sunset Strip Off-Site Signage Policy IS/ND, the proposed project thus requires project-specific CEQA review, beyond the analysis provided in the policy IS/ND. As such, the proposed Sunset Worl billboard structure and associated facade improvements are described and analyzed under CEQA in this document. Information from the policy IS/ND is incorporated by reference into this document, where applicable.

1.6 References

City of West Hollywood. 2019. Inventory of Outdoor Advertising Signs on Sunset Boulevard. Prepared by KDM Meridian. Accessed March 29, 2021. https://www.weho.org/home/showdocument?id=40613

City of West Hollywood. 2021. "Sunset Boulevard Arts & Advertising." Webpage. Accessed March 29, 2021. https://www.weho.org/city-government/city-departments/planning-and-development-services/billboards-on-the-sunset-strip.

2 Project Description

The proposed project includes a billboard structure, mechanical room, building façade improvements, landscaping features, and new architectural lighting. The conceptual design of the billboard structure and the other components are described in further detail below.

2.1 Design

Upon project implementation, the property at 8730 Sunset Boulevard would be developed with a billboard consisting of two sign faces at the northern side of the Sunset Towers building. A new mechanical room would encase the billboard pole foundation and operating equipment. The pole foundation extending upwards from the mechanical building would be obscured by a new vertical garden wall. New planters would be introduced at street level and along the second-floor canopy as a landscaped "portico" running the length of the northern building face. The Sunset Towers building would be updated with new fire-resistant aluminum panels to replace the existing panels and new LED light strips would be fitted to the upper and lower portions of the building canopy and the roof-line of the northern façade. New, illuminated letters would replace the existing building name ("Sunset Towers") that is displayed on the front of the building. Figure 2-1 shows the proposed locations of these project elements on the site, and Figure 2-2 shows a rendering of the proposed project, as it would appear from Sunset Boulevard looking southwest towards Sunset Towers and the proposed billboard. Additional details can be found in the project's site plan package, attached to this document as Appendix A. There would be no appreciable changes to the eastern, western, or southern building faces of Sunset Towers.

Billboard Structure

The proposed billboard structure would be 82 feet and 5 inches in height at its tallest point including the pole foundation structure and billboard faces, not exceeding the height of the Sunset Towers building, and would consist of two sides: one digital sign face curving toward the east and one digital sign face curving toward the west. The sign faces would begin at a height of about 18 feet above ground. Viewed from the north, the widest point of the sign structure would be approximately 32 feet and 9 inches. The billboard pole foundation would be approximately 6 feet in diameter and would be encased by a new mechanical room. The sign faces would project a maximum of 16 feet, 7 inches outward from the building façade, towards Sunset Boulevard. However, due to the height of the sign faces from the ground, this projection would not obstruct or interfere with the sidewalk. The digital sign faces would utilize LED Display technology.

While standard billboard faces are rectangular in shape, Sunset Strip is characterized by numerous billboards with non-standard shapes, such as square billboards and vertically oriented billboards, as well as creative billboards, which have temporary modifications such as cut outs and creatively designed extensions. The proposed billboard would be non-standard in shape, consistent with the City's design vision for creative off-site signage on the Sunset Strip.

East-Facing Digital Sign Face

The east-facing digital sign face would consist of 1,000 square feet (SF) of digital advertising area and 753 SF of non-advertising area for a total area of 1,753 SF. The sign face would be widest at the top, with a width of approximately 30 feet and 2 inches, narrowest at the bottom with a width of approximately 17 feet and 11 inches, and approximately 64 feet and 6 inches in length, not including the base of the pole and foundation.

West-Facing Digital Sign Face

The western-facing digital sign face would consist of 500 SF of advertising copy area and 463 SF of non-advertising area for a total area of 963 SF. The west-facing sign face would be narrowest at the top with a width of approximately 16 feet and 4 inches, and widest at the bottom with a width of approximately 19 feet and 2 inches. The length of the sign face would be approximately 59 feet and 3 inches, not including the base of the pole and foundation.

Per the Sunset Boulevard Off-site Signage Policy, the total sign area for digital billboards on a site must not exceed 1,000 SF, and the total combined sign area of new billboards on any site shall not exceed 1,500 SF. As such, the proposed project would exceed limitations for digital signage by 500 SF. Deviations from the provisions of the policy are allowable through the policy's "alternative projects" section, which provides the City with discretion to approve an alternative proposal. Specifically, Section 3.B of the Sunset Boulevard Off-Site Signage Policy states "All Off-Site Sign projects are subject to the applicable design and development requirements, guidelines and standards listed in this Chapter. However, the City retains discretion to approve an alternative proposal if the project is shown to further the vision, goals and polices stated by the Sunset Specific Plan and is consistent with the intent of the urban design vision, design and development requirements, guidelines, and standards that would otherwise apply to the project as demonstrated by making the required findings…" The required findings include a finding that the project meets the overall intent of the design principles established in the policy, represents an exceptional design that furthers the vision of both the Sunset Specific Plan and the Sunset Boulevard Off-Site Signage Policy, and creates or includes an extraordinary benefit to the City. The proposed project's consistency with the Sunset Specific Plan and the Sunset Boulevard Off-Site Signage Policy is addressed in Section 3.11 of this document. As demonstrated therein, while the proposed project would include more digital sign area than what is allowed, the proposed project is considered to further the overall intent of the vision and goals for signage on the Sunset Strip that have been set forth by the City. As such, the proposed project is an alternative proposal that the City has the discretion to approve. Environmental impacts associated with the increased digital signage area are evaluated throughout this IS/ND.

Mechanical Room

A new mechanical room of approximately 100 SF would encase the billboard pole foundation and mechanical equipment necessary for operations. The mechanical room would be open to the sky, allowing the pole structure of the new billboard to extend vertically. A vertical garden wall would disguise the pole foundation and mechanical room from view.

Building Improvements

Architectural Lighting

Per the Sunset Boulevard Off-Site Signage Policy, architectural lighting may be integrated into a building façade subject to the maximum allowing lighting levels established in the policy, and shall be designed and operated to minimize impacts on adjacent buildings. The Sunset Towers northern building facade would have new color-changing LED strip lighting installed on the upper and lower portions of the canopy and across the roof-line in order to accent the existing architectural features of the building and to provide visual consistency with the new billboard structure. New trimless LED lighting fixtures would also replace the current canned lighting beneath the canopy. These LED fixtures would blend in with the ceiling line with no visible flange. New, illuminated letters would also replace the existing building name ("Sunset Towers") that is displayed on the front of the building and the existing

vertical address number sign on the eastern façade would be replaced with an illuminated version in the same way as the front façade sign. The dimensions of the replaced sign would stay the same.

Building Panel Replacement

The Sunset Towers building would be updated with new fire-resistant panels on over half of the northern façade. The existing brown panels would be replaced with a lightweight brushed aluminum composite cladding panel. The finish would be matte, which would reduce glare. Additionally, the new panels would be non-combustible and would be compatible, both in safety and in aesthetics, with the proposed billboard structure and new lighting features.

Landscaping and Vertical Garden Wall

The proposed project includes landscape design features around the base of the proposed billboard structure, along the Sunset Towers second floor canopy, and on the street level. A new vertical garden wall would disguise the pole foundation and mechanical room and allow for approximately 400 SF of new vertical landscaping, utilizing a hanging planter system. New welded steel planters would be introduced at street level and along the second-floor canopy as a landscaped "portico" running the length of the northern building face. In total, these 15 new planters (7 on the second-floor canopy and 8 on the street level) would introduce approximately 175 SF of new landscaping area. The 7 planters along the second-floor canopy would include in-bed LED lighting, consistent with the proposed LED light strips on the canopy. The landscaping would include locally adapted, drought-tolerant species. In-bed drip irrigation systems would be used for the new landscaping to avoid overspray of water into the public right-of-way.

2.2 Construction

Construction of the proposed project is anticipated to occur in early 2022. Construction is anticipated to take approximately 4 months. No off-site construction staging or off-site improvements would be involved.

Construction would involve the following primary activities: digging a foundation hole for the billboard pole structure (anticipated to be 22–26 feet deep and approximately 6 feet wide), placement of the billboard pole within the foundation hole (including concrete pouring), billboard construction, building improvements (replacement of façade panels and lighting installation), and landscaping installation. Excavation activities for the pole structure would require one day to complete and would result in the export of approximately 45 cubic yards of soil from the site. A crane would be required for billboard installation, and the building improvements would require a temporary suspended scaffolding system in front of Sunset Towers, to enable replacement of the panels on the building façade. Additional construction details are provided in Section 3.3 of this document.

Temporary closure of the sidewalk and/or one eastbound traffic lane on Sunset Boulevard may be required during construction. The closure would be generally limited to the area immediately in front of the Sunset Towers building and would be conducted in coordination with the City. The project applicant and/or the construction contractor would be required to comply with Chapter 9.70 of the West Hollywood Municipal Code (Construction Management) throughout the construction process. Requirements include proper site maintenance, construction worker parking restrictions, noise restrictions, traffic control provisions, encroachment permit requirements, stormwater quality protections, and proper construction site signage.

2.3 Operations

Signage Programming

Programming of the signs on the west and east elevations would primarily consist of off-site advertising. However, in accordance with the Sunset Boulevard Off-Site Signage Policy, public art or civic announcements must be displayed periodically, in a manner consistent with the policy. Specifically, the digital sign faces would be required to contribute a minimum of 17.5% of programing time for art or civic announcements. The West Hollywood Arts and Cultural Affairs Commission is responsible for the approval of all public arts programming, and the Commission's Art On The Outside Subcommittee reviews temporary art installations and exhibits in the public realm. The City is responsible for the scheduling and operations of arts programming for digital billboards.

Lighting

Under the proposed project, lighting on the project site would consist of the LED digital sign faces; new LED lighting strips along the upper and lower portions of the canopy, in the planter beds along the second floor canopy, and across the roof-line of the northern façade; replacement of the existing canned lighting under the canopy with new LED light fixtures; and, replacement of the existing building name ("Sunset Towers") that is displayed on the front of the building with illuminated letters. All light-emitting technology would be subject to the lighting regulations in the Sunset Boulevard Off-Site Signage Policy.

Energy Use

Operation of billboards and lighting features would require additional electricity. As such, the proposed project would increase the energy use at the project site relative to existing conditions. Estimated electricity consumption associated with the proposed billboard and the other lighting improvements would be approximately 335,000 kilowatt hours (kWh) per year.

Site Maintenance

Monthly maintenance would be conducted for the digital sign faces. Additionally, LED bulbs for the signage and architectural lighting improvements are expected to require replacement approximately once every 5 years. (Note that LED bulbs are expected to become more efficient over time, so each replacement would likely result in decreased energy usage, and the frequency of replacements may decrease over time.) When the old bulbs and lamps are removed, they would be transported to a solid waste facility that is approved to safely handle electronic waste. Landscaping would generally be maintained via an automatic irrigation system, with periodic monitoring conducted as part of standard, ongoing building maintenance.

Special Events

The proposed billboard could be periodically incorporated into billboard-related cultural events that are proposed as part of the City's ongoing initiatives to reinvigorate signage on the Sunset Strip. The purpose of future potential billboard-related cultural events would be to entertain and/or educate existing visitors, travelers, and/or residents of the area. As such, the events would not be designed to attract new visitors to the area. Any billboard-related cultural events that incorporate the proposed project would occur in conformance with the City's requirements for special events, which include standards to support safety. While additional traffic is not expected, the City's protocol

for special events would include measures to protect traffic flow and to facilitate pedestrian and traffic safety. Billboard-related special events have already been analyzed under CEQA in the Sunset Strip Off-Site Signage Policy IS/ND, and no significant impacts were identified.

2.4 Required Permits and Approvals

The following discretionary approvals would be required prior to implementing the proposed project:

City of West Hollywood City Council

- Sign Permit
- Zone Map Amendment
- Development Agreement

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3 Initial Study Checklist

1. **Project title:**

   8730 Sunset Boulevard Billboard and Façade Remodel Project

2. **Lead agency name and address:**

   City of West Hollywood
   Community Development Department
   8300 Santa Monica Boulevard
   West Hollywood, California 90069

3. **Contact person and phone number:**

   Bryan Eck, Senior Planner
   City of West Hollywood
   Community Development Department
   8300 Santa Monica Boulevard
   West Hollywood, California 90069
   323.848.6858
   BEck@weho.org

4. **Project location:**

   8730 Sunset Boulevard
   West Hollywood, California 90069

5. **Project sponsor's name and address:**

   Mark Lehman
   9255 Sunset Boulevard, Suite 730
   West Hollywood, California 90069

6. **General plan designation:**

   Sunset Specific Plan

7. **Zoning:**

   Sunset Specific Plan (SSP), Geographic Area 5 (Sunset Plaza), Site 5-D

8. **Description of project. (Describe the whole action involved, including but not limited to later phases of the project, and any secondary, support, or off-site features necessary for its implementation. Attach additional sheets if necessary):**

   Refer to Chapter 2.0 of this IS.

9. **Surrounding land uses and setting (Briefly describe the project's surroundings):**

Refer to Section 1.4 of this IS.

10. **Other public agencies whose approval is required (e.g., permits, financing approval, or participation agreement):**

None.

11. **Have California Native American tribes traditionally and culturally affiliated with the project area requested consultation pursuant to Public Resources Code section 21080.3.1? If so, is there a plan for consultation that includes, for example, the determination of significance of impacts to tribal cultural resources, procedures regarding confidentiality, etc.?**

Note: Conducting consultation early in the CEQA process allows tribal governments, lead agencies, and project proponents to discuss the level of environmental review, identify and address potential adverse impacts to tribal cultural resources, and reduce the potential for delay and conflict in the environmental review process. (See Public Resources Code section 21080.3.2.) Information may also be available from the California Native American Heritage Commission's Sacred Lands File per Public Resources Code section 5097.96 and the California Historical Resources Information System administered by the California Office of Historic Preservation. Please also note that Public Resources Code section 21082.3(c) contains provisions specific to confidentiality.

Yes; see Section 3.18 for details.

Environmental Factors Potentially Affected

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact," as indicated by the checklist on the following pages.

☐ Aesthetics	☐ Agriculture and Forestry Resources	☐ Air Quality
☐ Biological Resources	☐ Cultural Resources	☐ Energy
☐ Geology and Soils	☐ Greenhouse Gas Emissions	☐ Hazards and Hazardous Materials
☐ Hydrology and Water Quality	☐ Land Use and Planning	☐ Mineral Resources
☐ Noise	☐ Population and Housing	☐ Public Services
☐ Recreation	☐ Transportation	☐ Tribal Cultural Resources
☐ Utilities and Service Systems	☐ Wildfire	☐ Mandatory Findings of Significance

Determination (To be completed by the Lead Agency)

On the basis of this initial evaluation:

☒ I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

☐ I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.

☐ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

☐ I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect (1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and (2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.

☐ I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier ENVIRONMENTAL IMPACT REPORT or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier ENVIRONMENTAL IMPACT REPORT or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Signature

10/7/21
Date

Evaluation of Environmental Impacts

1. A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
2. All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
3. Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be significant. If there are one or more "Potentially Significant Impact" entries when the determination is made, an Environmental Impact Report (EIR) is required.
4. "Negative Declaration: Less Than Significant With Mitigation Incorporated" applies where the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to a "Less Than Significant Impact." The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less than significant level (mitigation measures from "Earlier Analyses," as described in (5) below, may be cross-referenced).
5. Earlier analyses may be used where, pursuant to the tiering, program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration. Section 15063(c)(3)(D). In this case, a brief discussion should identify the following:
    a. Earlier Analysis Used. Identify and state where they are available for review.
    b. Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of and adequately analyzed in an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
    c. Mitigation Measures. For effects that are "Less Than Significant With Mitigation Measures Incorporated," describe the mitigation measures which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
6. Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g., general plans, zoning ordinances). Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated.
7. Supporting Information Sources: A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
8. This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project's environmental effects in whatever format is selected.
9. The explanation of each issue should identify:
    a. The significance criteria or threshold, if any, used to evaluate each question; and
    b. The mitigation measure identified, if any, to reduce the impact to less than significance

3.1 Aesthetics

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
I. AESTHETICS – Except as provided in Public Resources Code Section 21099, would the project:				
a) Have a substantial adverse effect on a scenic vista?	☐	☐	☒	☐
b) Substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	☐	☐	☐	☒
c) In non-urbanized areas, substantially degrade the existing visual character or quality of public views of the site and its surroundings? (Public views are those that are experienced from publicly accessible vantage point). If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?	☐	☐	☐	☒
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	☐	☐	☒	☐

a) Would the project have a substantial adverse effect on a scenic vista?

Less Than Significant Impact. There are no officially designated scenic vistas in the City (City of West Hollywood 2010). However, views of the Hollywood Hills and the Los Angeles Basin are available on an intermittent basis between existing structures and along the corridors formed by north–south streets along Sunset Boulevard and nearby roadways. Note that the City does not have policies for protection of private views; as such, this analysis addresses views from public vantage points. Preservation of public views is encouraged by the Sunset Specific Plan, and enhancement of views through incorporation of view corridors, view terraces, or view portals into the design of new development is required at 13 specified sites along the Sunset Strip. The proposed project consists of a new billboard in front of an existing building that would remain in place; as such, it would not constitute new development that would be subject to the Sunset Specific Plan requirements of incorporating view corridors, view terraces, or view portals into the design of new development projects. While some building retrofits would be involved, these improvements would not entail an opportunity for a new view corridor, terrace, or portal. Rather, the existing 8-story Sunset Towers building would remain in place with the same height and massing. However, pursuant to the Sunset Boulevard Off-Site Signage Policy, the proposed billboard would be integrated into the architecture and design of the building, such that additional view obstructions would not occur as a result of the new billboard. Therefore, the proposed project would not have the potential to substantially effect views of the Hollywood Hills and the Los Angeles Basin as observed from public vantage points, because new project

components would be located directly in front of the existing Sunset Towers building within the property boundary and would not exceed the height of the existing building. The proposed billboard would curve outwards and extend further north than the existing building, however, this would not substantially impact existing views as illustrated in the Viewshed Analysis and Sightline Studies prepared for the project (see Appendix A). As shown in the Viewshed Analysis and Sightline Studies, the scenic vistas available from public vantage points surrounding the project site have already been substantially blocked by existing development and vegetation. The proposed billboard structure would not greatly protrude from the existing building such that it would substantially block available views of the Hollywood Hills or Los Angeles Basin.

As such, implementation of the proposed project would not have the potential to adversely affect any scenic vistas that are currently available in and around the project site. This impact would be less than significant.

b) Would the project substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?

No Impact. The nearest officially designated State Scenic Highway is a portion of State Highway 2 that extends through the San Gabriel Mountains, beginning just north of the City of La Cañada Flintridge (Caltrans 2021). The portion of State Highway 2 that is officially designated as a State Scenic Highway is located approximately 15 miles northeast of the proposed project area. Due to this distance, the proposed project site is not within the viewshed of this State Scenic Highway. Therefore, no impact on scenic resources within a state scenic highway would occur as a result of the proposed project.

c) In non-urbanized areas, would the project substantially degrade the existing visual character or quality of public views of the site and its surroundings? (Public views are those that are experienced from publicly accessible vantage point). If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?

No Impact. The proposed project is in an urbanized area along the Sunset Strip which regulates off-site signage under the Sunset Boulevard Off-Site Signage Policy. This policy amended the existing Sunset Specific Plan in 2019. The policy document includes standards and requirements for off-site signage projects to limit light/glare effects, visual effects, and energy usage, as well as other environmental effects, such as adverse effects to cultural resources. As previously discussed, the proposed project is one of 21 off-site signage applications already evaluated by the Design Excellence Review Committee and allowed to proceed through the entitlement process based on exemplification of design standards and overall vision for the Sunset Strip set forth in the policy (while still requiring individual discretionary review and approval).

Standards and requirements in the Sunset Boulevard Off-Site Signage Policy include:

- Limiting the total combined sign area of new billboards on any site to 1,500 SF (maximum of 1,000 SF for digital signage)
- Illumination standards to curb excessive brightness and transition smoothly throughout the course of each day,
- Disallowing the obstruction of public sightlines to building entrances or publicly accessible open space and view terraces,
- Encouraging the creative use of architectural lighting integrated with digital advertising displays,
- Other general standards such as those related to height and location.

If approved as an alternative project, the proposed project would comply with the Sunset Boulevard Off-Site Signage Policy, with the exception of the policy's provision for the maximum area of digital signage. As noted in Section 2.1, the proposed project would exceed limitations on digital signage area. However, the signs would be held to the light and glare limits imposed by the policy, as further discussed in Section 3.1(d), below. Each sign would be directed towards a different set of viewers (one facing east and the other facing west); as such, additive visual effects on individual viewers from the extra digital signage would not generally result. Furthermore, the proposed exceedance in digital sign area is allowable through the policy's "alternative projects" section.

As demonstrated in the Sunset Strip Off-Site Signage Policy IS/ND, the policy is consistent with the goals and policies of the City's General Plan, as well as those of the Sunset Specific Plan. As such, compliance with the Sunset Boulevard Off-Site Signage Policy would effectuate consistency with the General Plan and Sunset Specific Plan, including policies established for scenic quality. In consideration of the above, the proposed project would have no impact pertaining to conflicts with applicable zoning and other regulations governing scenic quality.

d) Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?

Less Than Significant Impact. The existing lighting conditions along Sunset Boulevard include a variety of light sources that contribute to a brightly illuminated outdoor urban environment. Additional lighting or lighting in new locations along the Sunset Strip could result in potential effects if new sources of light are excessively bright and/or introduce light trespass affecting light-sensitive receptors such that daytime or nighttime views would become adversely affected. Light trespass is measured in terms of illuminance in a unit of measurement called a "foot candle," which is the illuminance on a one-square-foot surface coming from a uniform source of light. Light-sensitive receptors are generally considered to be residential properties, and also may include hotel, hospital, or nursing home uses, where excessive light at night may impact the use of the property. The intensity of a light source is measured in a unit of measurement called a "candela," which represents how much light is produced by the source rather than the illuminance of outside surfaces.

The new billboard structure and architectural lighting features would be designed with strict illumination standards and requirements to curb excessive brightness and light trespass, in compliance with the Sunset Boulevard Off-site Signage Policy Lighting and Operation Standards. Per the policy, illuminance from signs or architectural lights is not permitted to exceed 1.4 foot candles at any residential zoned property line. Luminance of the digital sign faces would also be required to change during the course of each day, not exceeding the following standards for digital billboards:

- Daytime: 6,000 candelas per meter squared from sunrise until 20 minutes prior to sunset. Any portions of signs less than 10 feet above adjacent sidewalk shall not exceed 2,400 candelas.
- Evening: 300 candelas per meter squared from sunset until 20 minutes prior to sunrise.
- After Hours: No animated content or moving patterns from 2:00 am until sunrise.

Sign luminance is required to transition smoothly over a time period of no less than 20 minutes, such that the maximum allowable luminance is achieved by the times stated above. If ambient sunlight illuminance during the daytime is less than 100 foot candles for more than an hour, digital billboard would transition to the

evening luminance level, also at a smooth rate over a time period of no less than 20 minutes. Any images displayed on a digital sign face would not be refreshed more often than once every eight seconds, and each new image displayed would fade in from the previous image over no less than one second, among other relevant standards for visual comfort and contrast control. Per the Sunset Boulevard Off-Site Signage Policy, a Lighting Monitoring Report would be submitted upon installation and at three-year intervals thereafter to confirm conformance with the lighting requirements. Additionally, a condition of approval would be applied to the project that would state the following: During the first 30 days following the issuance of the final building permit, the sign face must operate no brighter than 200 lumens from dusk until 6 a.m. Brightness may gradually be increased over the following two-week period, but not past the limits described above.

As substantiated in the Sunset Strip Off-Site Signage Policy IS/ND, the lighting regulations set forth in the Sunset Boulevard Off-Site Signage Policy and sign permit lighting conditions would ensure that off-site signage installed on the Sunset Strip is in compliance with applicable state and local standards and guidelines pertaining to lighting, including the California Green Building Standards Code, the California Vehicle Code, the Illuminating Engineering Society of North America recommendations, and City regulations that pre-date the Sunset Boulevard Off-Site Signage Policy. As such, compliance with the lighting regulations in the proposed Sunset Boulevard Off-Site Signage Policy would ensure that the proposed project is in conformance with adopted state and City lighting regulations, and would also protect drivers and pedestrians from adverse effects related to the light-emitting technologies used for the billboard and architectural lighting features. As stated and substantiated in the Sunset Strip Off-Site Signage Policy IS/ND, billboards designed in accordance with the light and glare provisions of the Sunset Boulevard Off-Site Signage Policy would not have an adverse effect relative to light and glare. As such, impacts related to light and glare would be less than significant.

References

Caltrans (California Department of Transportation). 2021. California State Scenic Highway System Map. Accessed August 9, 2021. https://caltrans.maps.arcgis.com/apps/webappviewer/index.html?id=465dfd3d807c46cc8e8057116f1aacaa.

City of West Hollywood. 1996. *Sunset Specific Plan.* Adopted July 1996.

City of West Hollywood. 2010. *Public Review Final Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan*. October 2010. http://www.weho.org/city-hall/download-documents/-folder-626.

City of West Hollywood. 2019. *Sunset Boulevard Off-Site Signage Policy.* Part 2 Section 8 of the Sunset Specific Plan. Adopted March 18, 2019. Amended October 7, 2019.

3.2 Agriculture and Forestry Resources

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
II. AGRICULTURE AND FORESTRY RESOURCES – In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Department of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state's inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project; and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board. Would the project:				
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	☐	☐	☐	☒
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	☐	☐	☐	☒
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?	☐	☐	☐	☒
d) Result in the loss of forest land or conversion of forest land to non-forest use?	☐	☐	☐	☒
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?	☐	☐	☐	☒

a) Would the project convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?

No Impact. The project site and surrounding areas are characterized by features typical of an urban landscape. As shown on the Los Angeles County Important Farmland map, the project site does not include any sites mapped by the Farmland Mapping and Monitoring Program as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (FMMP 2020). Implementation of the proposed project would not involve changes that could result in conversion of farmland to non-agricultural use, as no agricultural uses

or farmland exist on the project site or in proximity to the project site. Furthermore, the project site is already graded and highly disturbed. Therefore, the proposed project would not convert Farmland to non-agricultural uses, and no impact would occur as a result of the proposed project.

b) Would the project conflict with existing zoning for agricultural use, or a Williamson Act contract?

No Impact. The project site is located within the boundaries of the SSP and is zoned and designated as SSP (City of West Hollywood 2018). The SSP zoning district contains commercial and residential uses. As reported in The Williamson Act Status Report 2016-17 (California Department of Conservation 2019), no Williamson Act contracts apply to the project site or to areas in the vicinity. For these reasons, implementation of the proposed project would not conflict with existing zoning for agricultural use, as none exist in the area, nor would it conflict with a Williamson Act contract, as none exist in the area. No impact to Williamson Act contract lands or land zoned for agricultural uses would occur as a result of the proposed project.

c) Would the project conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?

No Impact. The project site is located within the boundaries of the SSP and is zoned and designated as SSP. The SSP zoning district contains commercial and residential uses (City of West Hollywood 2018). The list of allowable land uses contained in the City's Zoning Ordinance for commercial and residential zones does not include any timberland or forest land uses (City of West Hollywood Zoning Ordinance Section 19.10.030 and 19.06.030). No forest land, timberland, or Timberland Production areas are located within or adjacent to the project site. Therefore, the proposed project would not conflict with existing zoning for forest land, timberland, or Timberland Production areas, or result in the loss or conversion of forest lands to non-forest uses, as none exist. The project would be implemented on an existing developed site that is surrounded by fully developed areas. No impact to forest land or timberland would occur as a result of the proposed project.

d) Would the project result in the loss of forest land or conversion of forest land to non-forest use?

No Impact. As characterized above, no forest land is located within the project site or in the vicinity of the project site, as the area is urbanized and developed with commercial, residential, and public facilities uses. No forest land would be converted or otherwise affected by the proposed project, and no impact would occur as a result of the proposed project.

e) Would the project involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?

No Impact. As characterized above, no farmland or forest land is located in the project site or within the vicinity of the project site, as the area is urbanized and developed with commercial, residential, and public facilities uses. No farmland or forest land would be converted or otherwise affected by the proposed project, and no impact would occur as a result of the proposed project.

References

California Department of Conservation. 2019. *The Williamson Act Status Report 2016-17.* August 2019. Accessed April 6, 2021. https://www.conservation.ca.gov/dlrp/wa/Documents/stats_reports/2018%20WA%20Status%20Report.pdf.

City of West Hollywood. 2018. *City of West Hollywood Zoning Districts Map*. August 7, 2018. Accessed April 6, 2021. https://www.weho.org/home/showpublisheddocument?id=36958.

FMMP (Farmland Mapping and Monitoring Program). 2020. *Los Angeles County Important Farmland 2018*. [map]. 1:24,000. Sacramento, California: Farmland Mapping and Monitoring Program. November 2020. Accessed April 6, 2021. ftp://ftp.consrv.ca.gov/pub/dlrp/FMMP/pdf/2012/.

3.3 Air Quality

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
III. AIR QUALITY – Where available, the significance criteria established by the applicable air quality management district or air pollution control district may be relied upon to make the following determinations. Would the project:				
a) Conflict with or obstruct implementation of the applicable air quality plan?	☐	☐	☒	☐
b) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard?	☐	☐	☒	☐
c) Expose sensitive receptors to substantial pollutant concentrations?	☐	☐	☒	☐
d) Result in other emissions (such as those leading to odors) adversely affecting a substantial number of people?	☐	☐	☒	☐

a) Would the project conflict with or obstruct implementation of the applicable air quality plan?

Less Than Significant Impact. The project site is located within the South Coast Air Basin (SCAB), which includes the non-desert portions of Los Angeles, Riverside, and San Bernardino Counties and all of Orange County, and is within the jurisdictional boundaries of the South Coast Air Quality Management District (SCAQMD).

The SCAQMD administers the SCAB's Air Quality Management Plan (AQMP), which is a comprehensive document outlining an air pollution control program for attaining the California Ambient Air Quality Standards (CAAQS) and National Ambient Air Quality Standards (NAAQS). The most recently adopted AQMP

for the SCAB is the 2016 AQMP (SCAQMD 2017).[1] The 2016 AQMP focuses on available, proven, and cost-effective alternatives to traditional air quality strategies while seeking to achieve multiple goals in partnership with other entities seeking to promote reductions in GHGs and toxic risk, as well as efficiencies in energy use, transportation, and goods movement (SCAQMD 2017).

The purpose of a consistency finding with regard to the AQMP is to determine if a project is consistent with the assumptions and objectives of the 2016 AQMP and if it would interfere with the region's ability to comply with federal and state air quality standards. The SCAQMD has established criteria for determining consistency with the currently applicable AQMP in Chapter 12, Sections 12.2 and 12.3, of the SCAQMD CEQA Air Quality Handbook. These criteria are as follows (SCAQMD 1993):

- **Consistency Criterion No. 1:** Whether the project would result in an increase in the frequency or severity of existing air quality violations, cause or contribute to new violations, or delay timely attainment of the ambient air quality standards or interim emission reductions in the AQMP.
- **Consistency Criterion No. 2:** Whether the project would exceed the assumptions in the AQMP or increments based on the year of project buildout and phase.

To address the first criterion, project-generated criteria air pollutant emissions have been estimated and analyzed for significance and are addressed under Section 3.3(b). Detailed results of this analysis are included in Appendix B. As presented in Section 3.3(b), the proposed project would not generate construction or operational criteria air pollutant emissions that exceed the SCAQMD's thresholds, and the proposed project would therefore be consistent with Criterion No. 1.

The second criterion regarding the potential of the proposed project to exceed the assumptions in the AQMP or increments based on the year of project buildout and phase is primarily assessed by determining consistency between the proposed project's land use designations and its potential to generate population growth. In general, projects are considered consistent with, and not in conflict with or obstructing implementation of, the AQMP if the growth in socioeconomic factors is consistent with the underlying regional plans used to develop the AQMP (SCAQMD 1993). The SCAQMD primarily uses demographic growth forecasts for various socioeconomic categories (e.g., population, housing, and employment by industry) developed by the Southern California Association of Governments (SCAG) for its 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) (SCAG 2016).[2] SCAQMD uses this document, which is based on general plans for cities and counties in the SCAB, to develop the AQMP emissions inventory (SCAQMD 2017). The SCAG RTP/SCS and associated Regional Growth Forecast are generally consistent with the local plans; therefore, the 2016 AQMP is generally consistent with local government plans.

As discussed in Section 3.11, the proposed project would be consistent with the General Plan and zoning designation associated with the project site. Additionally, as the project does not include new commercial space or residences, no increase to population, housing, or permanent employment are anticipated as part of the project (see Section 3.14). As such, since the proposed project is not anticipated to result in growth

1 The SCAQMD has initiated the development of the 2022 AQMP to address the attainment of the 2015 8-hour ozone standard (70 parts per billion) for the SCAB and the Coachella Valley. Preliminary rule development for the 2022 AQMP is expected to begin in July 2021 including control measures developed through Residential and Commercial Buildings and Mobile Source Working Groups.

2 The SCAG has a more recently adopted RTP/SCS, the 2020-2045 RTP/SCS Connect SoCal Plan. However, the 2016 AQMP relies on land use and demographic data from the 2016-2040 RTP/SCS. Therefore, for the purpose of assessing consistency with the 2016 AQMP, land use information and demographic data from the 2016 RTP/SCS was utilized in this analysis.

that would conflict with projections, it would not conflict with or exceed the assumptions in the 2016 AQMP. Accordingly, the project is consistent with the SCAG RTP/SCS forecasts used in development of the SCAQMD AQMP.

In summary, based on the considerations presented for the two criteria, impacts relating to the project's potential to conflict with, or obstruct implementation of, the applicable AQMP would be less than significant.

b) Would the project result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard?

Less Than Significant Impact. A quantitative analysis was conducted to determine whether the proposed project might result in emissions of criteria air pollutants that may cause exceedances of the NAAQS or CAAQS or cumulatively contribute to existing nonattainment of ambient air quality standards. Criteria air pollutants include ozone (O_3), nitrogen dioxide (NO_2), carbon monoxide (CO), sulfur dioxide, particulate matter with an aerodynamic diameter less than or equal to 10 microns (PM_{10}), particulate matter with an aerodynamic diameter less than or equal to 2.5 microns ($PM_{2.5}$), and lead. Pollutants that are evaluated herein include volatile organic compounds (VOCs) and oxides of nitrogen (NO_x), which are important because they are precursors to O_3, as well as CO, sulfur oxides (SO_x), PM_{10}, and $PM_{2.5}$.

Regarding NAAQS and CAAQS attainment status,[3] the SCAB is designated as a nonattainment area for federal and state O_3 and $PM_{2.5}$ standards (CARB 2019a; EPA 2020). The SCAB is also designated as a nonattainment area for state PM_{10} standards; however, it is designated as an attainment area for federal PM_{10} standards. The SCAB is designated as an attainment area for federal and state CO and NO_2 standards, as well as for state sulfur dioxide standards. Although the SCAB has been designated as nonattainment for the federal rolling 3-month average lead standard, it is designated attainment for the state lead standard.[4]

The proposed project would result in emissions of criteria air pollutants for which the California Air Resources Board (CARB) and U.S. Environmental Protection Agency (EPA) have adopted ambient air quality standards (i.e., the NAAQS and CAAQS). Projects that emit these pollutants have the potential to cause, or contribute to, violations of these standards. The SCAQMD CEQA Air Quality Significance Thresholds set forth quantitative emission significance thresholds for criteria air pollutants, which, if exceeded, would indicate the potential for a project to contribute to violations of the NAAQS or CAAQS. Table 3.3-1 lists the SCAQMD Air Quality Significance Thresholds (SCAQMD 2019).

Table 3.3-1. South Coast Air Quality Management District Air Quality Significance Thresholds

Criteria Pollutants Mass Daily Thresholds		
Pollutant	*Construction (Pounds per Day)*	*Operation (Pounds per Day)*
VOCs	75	55
NO_x	100	55

[3] An area is designated as in attainment when it is in compliance with the NAAQS and/or the CAAQS. These standards for the maximum level of a given air pollutant that can exist in the outdoor air without unacceptable effects on human health or the public welfare are set by the EPA and CARB, respectively. Attainment = meets the standards; attainment/maintenance = achieves the standards after a nonattainment designation; nonattainment = does not meet the standards.

[4] Re-designation of the lead NAAQS designation to attainment for the Los Angeles County portion of the SCAB is expected based on current monitoring data. The phase-out of leaded gasoline started in 1976. Since gasoline no longer contains lead, the project is not anticipated to result in impacts related to lead; therefore, it is not discussed in this analysis.

Table 3.3-1. South Coast Air Quality Management District Air Quality Significance Thresholds

Criteria Pollutants Mass Daily Thresholds		
Pollutant	*Construction (Pounds per Day)*	*Operation (Pounds per Day)*
CO	550	550
SO_x	150	150
PM_{10}	150	150
$PM_{2.5}$	55	55
Lead[a]	3	3
TACs and Odor Thresholds		
TACs[b]	Maximum incremental cancer risk ≥10 in 1 million Cancer Burden >0.5 excess cancer cases (in areas ≥1 in 1 million) Chronic and acute hazard index ≥1.0 (project increment)	
Odor	Project creates an odor nuisance pursuant to SCAQMD Rule 402	

Source: SCAQMD 2019.
Notes: VOC = volatile organic compounds; NO_x = oxides of nitrogen; CO = carbon monoxide; SO_x = sulfur oxides; PM_{10} = coarse particulate matter; $PM_{2.5}$ = fine particulate matter; TAC = toxic air contaminant; SCAQMD = South Coast Air Quality Management District.
GHG emissions thresholds for industrial projects, as added in the March 2015 revision to the SCAQMD Air Quality Significance Thresholds, were not include included in this table as they are addressed within the GHG emissions analysis and not the air quality analysis.

[a] The phase out of leaded gasoline started in 1976. Since gasoline no longer contains lead, the project is not anticipated to result in impacts related to lead; therefore, it is not discussed in this analysis.

[b] TACs include carcinogens and noncarcinogens.

The proposed project would result in a cumulatively considerable net increase for O_3, which is a nonattainment pollutant, if the project's construction or operational emissions would exceed the SCAQMD VOC or NO_x thresholds shown in Table 3.3-1. These emission-based thresholds for O_3 precursors are intended to serve as a surrogate for an O_3 significance threshold (i.e., the potential for adverse O_3 impacts to occur) because O_3 itself is not emitted directly, and the effects of an individual project's emissions of O_3 precursors (i.e., VOCs and NO_x) on O_3 levels in ambient air cannot be determined through air quality models or other quantitative methods. The California Emissions Estimator Model (CalEEMod) Version 2020.4.0 was used to estimate emissions from construction and operation of the proposed project.

Construction Emissions

Construction of the proposed project would result in the temporary addition of pollutants to the local airshed caused by on-site sources (e.g., off-road construction equipment, soil disturbance, and VOC off-gassing from architectural coatings and asphalt pavement application) and off-site sources (e.g., vendor trucks, and worker vehicle trips). Specifically, entrained dust results from the exposure of earth surfaces to wind from the direct disturbance and movement of soil, resulting in PM_{10} and $PM_{2.5}$ emissions. Internal combustion engines used by construction equipment, vendor trucks (i.e., delivery trucks), and worker vehicles would result in emissions of VOC, NO_x, CO, PM_{10}, and $PM_{2.5}$. Construction emissions can vary substantially from day to day depending on the level of activity, the specific type of operation, and, for dust, the prevailing weather conditions.

Emissions from the construction phase of the proposed project were estimated using CalEEMod default values. To conservatively estimate project emissions, construction was modeled beginning in October 2021 and concluding in January 2022 and lasting approximately 4 months. (In practice, construction may begin

at a later date. However, using an earlier start date for construction represents more conservative/worst-case scenario construction impacts, because standards for in-use off-road equipment and heavy-duty trucks become more stringent over time. As such, a later start date would result in similar or slightly reduced emissions relative to those that are shown herein for the October 2021 start date.) The analysis contained herein is based on the following schedule assumptions (duration of phases is approximate):

- Foundation Excavation: 1 day (October 2021)
- Set Pole/Concrete Pour: 1 day (October 2021)
- Billboard Construction: 4 days (October 2021)
- Building and Landscape Improvements: 4 months (October 2021–January 2022)
- Application of architectural coatings: 1 month (January 2022)

Construction modeling assumptions for equipment and vehicles are provided in Table 3.3-2. The equipment mix and construction schedule were provided by the project applicant, and CalEEMod defaults were used for equipment horsepower and load factor. The site would be balanced during the grading phase with exporting approximately 45 cubic yards of soil for the pole foundation. For the analysis, it was generally assumed that heavy-duty construction equipment would be operating at the site 5 days per week.

Table 3.3-2. Construction Scenario Assumptions

Construction Phase	Start Date	Finish Date	One-Way Vehicle Trips			Equipment		
			Average Daily Workers	*Average Daily Vendor Trucks*	*Total Haul Trucks*	*Type*	*Quantity*	*Daily Usage Hours*
Foundation Excavation	10/01/2021	10/01/2021	22	0	6	Cranes	1	8hr
						Tractor/Loader/ Backhoe	1	8hr
Set Pole/ Concrete Pour	10/02/2021	10/02/2021	22	0	24	Bore/Drill Rigs	1	8hr
						Cement and Mortar Mixers	1	8hr
Billboard Construction	10/03/2021	10/07/2021	18	10	0	Aerial Lifts	1	8hr
						Cranes	1	8hr
Building and Landscape Improvements	10/7/2021	01/30/2021	14	0	0	Aerial Lifts	2	8hr

Source: Appendix B.

Emissions generated during construction (and operation) of the proposed project are subject to the rules and regulations of the SCAQMD. Rule 403, Fugitive Dust, requires the implementation of measures to control the emission of visible fugitive/nuisance dust, such as wetting soils that would be disturbed. It was assumed that active areas of the site would be watered at least two times daily, resulting in an approximately 55% reduction of fugitive dust (CalEEMod default value), to represent compliance with SCAQMD standard dust control measures in Rule 403. The application of architectural coatings, such as paint and other finishes, and the application of the concrete foundation would also produce VOC

emissions; however, the contractor is required to procure architectural coatings that comply with the requirements of SCAQMD's Rule 1113, Architectural Coatings.

Table 3.3-3 shows the estimated maximum daily construction emissions associated with the construction phase of the proposed project.

Table 3.3-3. Estimated Maximum Daily Construction Criteria Air Pollutant Emissions

	VOC	NO_x	CO	SO_x	PM_{10}	$PM_{2.5}$
	Pounds Per Day					
2021	0.72	8.31	5.32	0.03	0.84	0.39
2022	0.40	2.58	4.69	<0.01	0.33	0.16
SCAQMD Threshold	*75*	*100*	*550*	*150*	*150*	*55*
Threshold Exceeded?	**No**	**No**	**No**	**No**	**No**	**No**

Source: Appendix B.
Notes: VOC = volatile organic compound; NO_x = oxides of nitrogen; CO = carbon monoxide; SO_x = sulfur oxides; PM_{10} = coarse particulate matter; $PM_{2.5}$ = fine particulate matter; SCAQMD = South Coast Air Quality Management District.
The values shown are the maximum summer or winter daily emissions results from CalEEMod. These estimates reflect control of fugitive dust required by SCAQMD Rule 403, specifically, watering of active site areas three times per day.

As shown in Table 3.3-3, daily construction emissions would not exceed the SCAQMD significance thresholds for VOC, NO_x, CO, SO_x, PM_{10}, or $PM_{2.5}$ during project construction, and short-term construction impacts would be less than significant.

Operational Emissions

Emissions from the operational phase of the proposed project were estimated using CalEEMod. Operational year 2022 was assumed as the first year of operation after construction.

Area Sources

CalEEMod was used to estimate operational emissions from area sources, including emissions from consumer product use, architectural coatings, and landscape maintenance equipment.

Consumer products are chemically formulated products used by household and institutional consumers, including detergents; cleaning compounds; polishes; floor finishes; home, lawn, and garden products; disinfectants; sanitizers; and aerosol paints. Other paint products, furniture coatings, or architectural coatings are not considered consumer products (CAPCOA 2021). Limited quantities of consumer products may be required for maintenance activities associated with the proposed billboard, proposed landscaping and lighting, and new façade panels. Consumer product VOC emissions were estimated in CalEEMod based on the floor area of the billboard's mechanical room and the new landscaping area, and a default factor of pounds of VOC per square foot per day. The CalEEMod default values for consumer products were assumed.

VOC off-gassing emissions result from evaporation of solvents contained in surface coatings, such as in paints and primers used during building maintenance. CalEEMod calculates the VOC evaporative emissions from the application of surface coatings based on the VOC emission factor, the mechanical room square footage, the assumed fraction of surface area, and the reapplication rate. The VOC emissions factor is

based on the VOC content of the surface coatings, and SCAQMD's Rule 1113, Architectural Coatings, governs the VOC content for interior and exterior coatings. This rule requires manufacturers, distributors, and end users of architectural and industrial maintenance coatings to reduce VOC emissions from the use of these coatings, primarily by placing limits on the VOC content of various coating categories (SCAQMD 2016). CalEEMod default values were assumed, including the surface area to be painted, the VOC content of architectural coatings, and the reapplication rate of 10% of area per year.

Landscape maintenance includes fuel combustion emissions from equipment such as blowers, trimmers, and hedge trimmers, which may be periodically employed for the purposes of maintaining the new landscaping. The emissions associated with landscape equipment use were estimated based on CalEEMod default values for emission factors (grams per square foot of building space per day).

Energy Sources

As represented in CalEEMod, energy sources include emissions associated with electricity and natural gas usage. Electricity use would contribute indirectly to criteria air pollutant emissions; however, the emissions from electricity use are only quantified for GHGs in CalEEMod, since criteria pollutant emissions occur at the site of the power plant, which is typically off site. The proposed project would not include any natural gas emissions sources such as hot water heaters or boilers. Therefore, no criteria air pollutant emissions from energy sources are anticipated for the proposed project.

Mobile Sources

To quantify emissions associated with project operational mobile sources, 2 monthly trips (4 one-way trips) associated with maintenance of the project components was assumed based on information provided by the project applicant. CalEEMod default data, including trip characteristics, trip lengths, variable start information and emissions factors were used for the model inputs. Project-related traffic was assumed to include a mixture of vehicles consistent with CalEEMod default vehicle fleet assumptions. Emission factors for 2022 (the first year of project operation) were used to estimate emissions associated with the proposed project.

Table 3.3-4 presents the maximum daily emissions associated with operation of the project in 2022. The values shown are the maximum summer and winter daily emissions results from CalEEMod for area, energy, and mobile emissions sources. Complete details of the emissions calculations are provided in Appendix B.

Table 3.3-4. Estimated Maximum Daily Operation Criteria Air Pollutant Emissions

Emissions Source	VOC	NO_x	CO	SO_x	PM_{10}	$PM_{2.5}$
	Pounds per Day					
Area	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01
Energy	0.00	0.00	0.00	0.00	0.00	0.00
Mobile	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01
Total	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01
SCAQMD Threshold	*55*	*55*	*550*	*150*	*150*	*55*
Threshold Exceeded?	No	No	No	No	No	No

Notes: VOC = volatile organic compound; NO_x = oxides of nitrogen; CO = carbon monoxide; SO_x = sulfur oxides; PM_{10} = coarse particulate matter; $PM_{2.5}$ = fine particulate matter; SCAQMD = South Coast Air Quality Management District; <0.01 = reported value less than 0.01.
See Appendix B for complete results.

As shown in Table 3.3-4, maximum daily operational emissions of VOC, NO_x, CO, SO_x, PM_{10}, and $PM_{2.5}$ generated by the proposed project would not exceed the SCAQMD's significance thresholds.

Air pollution is largely a cumulative impact. The nonattainment status of regional pollutants is a result of past and present development, and the SCAQMD develops and implements plans for future attainment of ambient air quality standards. Based on these considerations, project-level thresholds of significance for criteria pollutants are used to determine whether a project's individual emissions would have a cumulatively considerable contribution to air quality. If a project's emissions would exceed the SCAQMD significance thresholds, it would be considered to have a cumulatively considerable contribution. Conversely, projects that do not exceed the project-specific thresholds are generally not considered to be cumulatively significant (SCAQMD 2003a). As previously discussed, the SCAB has been designated as a federal nonattainment area for O_3 and $PM_{2.5}$ and a state nonattainment area for O_3, PM_{10}, and $PM_{2.5}$. However, as indicated in Tables 3.3-3 and 3.3-4, project-generated construction and operational emissions would not exceed the SCAQMD emission-based significance thresholds for VOCs, NO_x, PM_{10}, or $PM_{2.5}$.

Cumulative localized impacts would potentially occur if construction of the proposed project were to occur concurrently with construction of another off-site project. Construction of other nearby projects could potentially overlap with construction of the proposed project. However, potential impacts associated with two or more simultaneous projects would be considered speculative.[5] Additionally, future projects in the vicinity would be (or have already been) subject to CEQA and would require air quality analysis and, where necessary, mitigation. Criteria air pollutant emissions associated with construction activity of future projects would be reduced through implementation of control measures required by the SCAQMD. Cumulative PM_{10} and $PM_{2.5}$ emissions would be reduced because all future projects would be subject to SCAQMD Rule 403 (Fugitive Dust), which sets forth general and specific requirements for all sites in the SCAQMD.

Based on the preceding considerations, the proposed project would not result in a cumulatively considerable increase in emissions of nonattainment pollutants, and impacts would be less than significant during construction and operation.

c) Would the project expose sensitive receptors to substantial pollutant concentrations?

Less Than Significant Impact. The proposed project would not expose sensitive receptors to substantial pollutant concentrations, as evaluated below.

Sensitive Receptors

Sensitive receptors are those individuals more susceptible to the effects of air pollution than the population at large. People most likely to be affected by air pollution include children, the elderly, and people with cardiovascular and chronic respiratory diseases. According to the SCAQMD, sensitive receptors include sites such as residences, schools, playgrounds, childcare centers, long-term healthcare facilities, rehabilitation centers, convalescent centers, and retirement homes (SCAQMD 1993). For the purposes of the air quality analysis, the nearest sensitive receptors are considered to be the residential uses located approximately 140 feet to the south of the project site.

[5] The CEQA Guidelines state that if a particular impact is too speculative for evaluation, the agency should note its conclusion and terminate discussion of the impact (14 CCR 15145).

Localized Significance Thresholds

The SCAQMD recommends a localized significance threshold (LST) analysis to evaluate localized air quality impacts to sensitive receptors in the immediate vicinity of a project as a result of project activities. The impacts of the proposed project were analyzed using methods consistent with those in the SCAQMD's Final Localized Significance Threshold Methodology (SCAQMD 2009). The project is located within Source-Receptor Area 2 (Northwest Coastal LA County). This analysis applies the SCAQMD LST values for a 1-acre site because this is the smallest area available in the methodology. This analysis also uses Source-Receptor Area 2 with a receptor distance of 25 meters (82 feet), which is the closest available distance in the SCAQMD's methodology to the proposed project's actual receptor distance of 140 feet.

Project construction activities would result in temporary sources of on-site criteria air pollutant emissions associated with off-road equipment exhaust and fugitive dust generation. According to the Final Localized Significance Threshold Methodology, "off-site mobile emissions from the project should not be included in the emissions compared to the LSTs" (SCAQMD 2009). Therefore, off site emissions from mobile emissions were excluded from the LST analysis. The maximum daily on-site emissions generated by construction of the project in each construction year are presented in Table 3.3-5 and compared to the SCAQMD localized significance criteria for Source-Receptor Area 2 to determine whether the proposed project-generated on-site emissions would result in potential LST impacts.

Table 3.3-5. Construction Localized Significance Thresholds Analysis

Project	NO_2	CO	PM_{10}	$PM_{2.5}$
	Pounds per Day (On Site)			
2021	6.74	4.24	0.31	0.28
2022	1.12	2.19	0.02	0.02
SCAQMD LST Criteria[a]	*103*	*562*	*4*	*3*
Threshold Exceeded?	**No**	**No**	**No**	**No**

Source: SCAQMD 2009; Appendix B.
Notes: NO_2 = nitrogen dioxide; CO = carbon monoxide; PM_{10} = particulate matter with a diameter less than or equal to 10 microns (coarse particulate matter); $PM_{2.5}$ = particulate matter with a diameter less than or equal to 2.5 microns (fine particulate matter); SCAQMD = South Coast Air Quality Management District; LST = localized significance threshold.
[a] LST are shown for a 1-acre disturbed area corresponding to a distance to a sensitive receptor of 25 meters in Source-Receptor Area 2 (Northwest Coastal LA County).

As shown in Table 3.3-5, the proposed project's construction activities would not generate emissions that exceed LSTs. Therefore, localized construction related impacts would be less than significant.

Health Effects of Carbon Monoxide

Traffic-congested roadways and intersections have the potential to generate localized high levels of CO. Localized areas where ambient concentrations exceed federal and/or state standards for CO are termed "CO hotspots." The transport of CO is extremely limited, as it disperses rapidly with distance from the source. However, under certain extreme meteorological conditions, CO concentrations near a congested roadway or intersection may reach unhealthy levels, affecting sensitive receptors. Typically, high CO concentrations are associated with severely congested intersections. Projects contributing to adverse traffic impacts may result in the formation of a CO hotspot. Additional analysis of CO hotspot impacts would

be conducted if a project would contribute to adverse conditions at a signalized intersection that would potentially subject sensitive receptors to CO hotspots. The proposed project would only generate 2 monthly trips associated with maintenance of the billboard, therefore, traffic congestion would not be substantially altered or affected by the project.

In addition, at the time that the SCAQMD Handbook (1993) was published, the SCAB was designated nonattainment under the CAAQS and NAAQS for CO. In 2007, the SCAQMD was designated in attainment for CO under both the CAAQS and NAAQS as a result of the steady decline in CO concentrations in the SCAB due to turnover of older vehicles, introduction of cleaner fuels, and implementation of control technology on industrial facilities. The SCAQMD conducted CO modeling for the 2003 AQMP[6] (SCAQMD 2003b) for the four worst-case intersections in the SCAB: (1) Wilshire Boulevard and Veteran Avenue, (2) Sunset Boulevard and Highland Avenue, (3) La Cienega Boulevard and Century Boulevard, and (4) Long Beach Boulevard and Imperial Highway. At the time the 2003 AQMP was prepared, the intersection of Wilshire Boulevard and Veteran Avenue was the most congested intersection in Los Angeles County, with an average daily traffic volume of about 100,000 vehicles per day. The 2003 AQMP projected 8-hour CO concentrations at these four intersections for 1997 and from 2002 through 2005. From years 2002 through 2005, the maximum 8-hour CO concentration was 3.8 parts per million at the Sunset Boulevard and Highland Avenue intersection in 2002 and the maximum 8-hour CO concentration was 3.4 parts per million at the Wilshire Boulevard and Veteran Avenue in 2002.

Accordingly, CO concentrations at congested intersections would not exceed the 1-hour or 8-hour CO CAAQS unless projected daily traffic would be at least over 100,000 vehicles per day. Because the project is not anticipated to increase daily traffic volumes at any intersections, a CO hotspot is not anticipated to occur.

Based on these considerations, the project would not generate traffic that would contribute to congestion that may result in the formation of CO hotspots. In addition, due to continued improvement in vehicular emissions at a rate faster than the rate of vehicle growth and/or congestion, the potential for CO hotspots in the SCAB is steadily decreasing. Based on these considerations, the project would result in a less-than-significant impact to air quality with regard to potential CO hotspots.

Health Effects of Toxic Air Contaminants

In addition to impacts from criteria pollutants, impacts may include emissions of pollutants identified by the state and federal government as TACs or hazardous air pollutants (HAPs). State law has established the framework for California's TAC identification and control program, which is generally more stringent than the federal program and aimed at TACs that are a problem in California. The state has formally identified more than 200 substances as TACs, including the federal HAPs, and is adopting appropriate control measures for sources of these TACs.

The following air toxic control measures (ATCMs) are required by state law to reduce diesel particulate matter (DPM) emissions (DPMs are considered TACs):

- Fleet owners of mobile construction equipment are subject to the CARB Regulation for In-Use Off-road Diesel Vehicles (Title 13 California Code of Regulations, Chapter 9, Section 2449), the

[6] SCAQMD's CO hotspot modeling guidance has not changed since 2003.

purpose of which is to reduce DPM and criteria pollutant emissions from in-use (existing) off-road diesel-fueled vehicles.

- All commercial diesel vehicles are subject to Title 13, Section 2485 of the California Code of Regulations, limiting engine idling time. Idling of heavy-duty diesel construction equipment and trucks during loading and unloading is required to be limited to 5 minutes; electric auxiliary power units should be used whenever possible.

"Incremental cancer risk" is the net increased likelihood that a person continuously exposed to concentrations of TACs resulting from a project over a 30-year exposure period would contract cancer based on the use of standard Office of Environmental Health Hazard Assessment (OEHHA) risk-assessment methodology (OEHHA 2015). In addition, some TACs have non-carcinogenic effects. The greatest potential for TAC emissions during construction would be DPM emissions from heavy equipment operations and heavy-duty trucks during construction of the project and the associated health impacts to sensitive receptors.

Diesel particulate matter emissions would be emitted from heavy equipment operations and heavy-duty trucks. Heavy-duty construction equipment is subject to a CARB Airborne Toxics Control Measure for in-use diesel construction equipment to reduce diesel particulate emissions. As described for the LST analysis, PM_{10} (representative of diesel particulate matter) exposure would not exceed the SCAQMD's threshold. According to the OEHHA, health risk assessments (which determine the exposure of sensitive receptors to toxic emissions) should be based on a 30-year exposure period for the maximally exposed individual resident. However, such assessments should also be limited to the period/duration of activities associated with the project. The duration of the proposed construction activities would constitute a small percentage of a 30-year exposure period. The construction period for the proposed project would be approximately 4 months, after which construction-related TAC emissions would cease. Due to this relatively short period of exposure and minimal particulate emissions on site, TACs generated during construction would not be expected to result in concentrations causing significant health risks.

Following completion of on-site construction activities, the proposed project would not involve routine operational activities that would generate TAC emissions. Operation of the proposed project would not result in any non-permitted direct emissions (e.g., those from a point source such as diesel generators).

Based on the above considerations, the proposed project would not expose sensitive receptors to substantial pollutant concentrations or health risk during construction or operations, and this impact would be less than significant.

Health Effects of Other Criteria Air Pollutants

Construction and operation of the proposed project would not result in emissions that would exceed the SCAQMD thresholds for VOC, NO_x, CO, SO_x, $PM_{10,}$ or $PM_{2.5}$.

Health effects associated with O_3 include respiratory symptoms, worsening of lung disease leading to premature death, and damage to lung tissue (CARB 2019b). VOCs and NO_x are precursors to O_3, for which the SCAB is designated as nonattainment with respect to the NAAQS and CAAQS. The health effects associated with O_3 are generally associated with reduced lung function. The contribution of VOCs and NO_x to regional ambient O_3 concentrations is the result of complex photochemistry. The increases in O_3 concentrations in the SCAB due to O_3 precursor emissions tend to be found downwind from the source

location to allow time for the photochemical reactions to occur. However, the potential for exacerbating excessive O_3 concentrations would also depend on the time of year that the VOC emissions would occur because exceedances of the O_3 CAAQS/NAAQS tend to occur between April and October when solar radiation is highest. The holistic effect of a single project's emissions of O_3 precursors is speculative due to the lack of quantitative methods to assess this impact. Because construction of the proposed project and operation of the proposed project as a whole would not exceed SCAQMD thresholds for VOC or NO_x, implementation of the project would not significantly contribute to regional O_3 concentrations or the associated health effects.

Health effects associated with NO_x and NO_2 include lung irritation and enhanced allergic responses (CARB 2019c). Because construction of the proposed project would not generate NO_x emissions that would exceed the SCAQMD mass daily thresholds and because the SCAB is designated as in attainment of the NAAQS and CAAQS for NO_2 and the existing NO_2 concentrations in the area are well below the NAAQS and CAAQS standards, construction and operation of the proposed project as a whole would not contribute to exceedances of the NAAQS and CAAQS for NO_2 or result in significant health effects associated with NO_2 and NO_x.

Health effects associated with CO include chest pain in patients with heart disease, headache, light-headedness, and reduced mental alertness (CARB 2019d). CO tends to be a localized impact associated with congested intersections. The associated potential for the project to cause CO hotspots was discussed previously and was determined to be less than significant. Thus, the proposed project would not result in significant health effects associated with this pollutant.

Health effects associated with particular matter (or $PM_{2.5}$ and PM_{10}) include premature death and hospitalization, primarily for worsening of respiratory disease (CARB 2017). Construction of the proposed project and operation of the proposed project as a whole would not exceed thresholds for PM_{10} or $PM_{2.5}$ and would not contribute to exceedances of the NAAQS and CAAQS for particulate matter or obstruct the SCAB from coming into attainment for these pollutants. The proposed project would also not result in substantial DPM emissions during construction and operation, and therefore, would not result in significant health effects related to DPM exposure. Additionally, the project would implement construction dust control strategies and would be required to comply with SCAQMD Rule 403, which limits the amount of fugitive dust generated during construction. Due to the minimal contribution of particulate matter during construction and operation, the proposed project would not result in significant health effects associated with PM_{10} or $PM_{2.5}$.

In summary, construction and operation of the proposed project would not result in exceedances of the SCAQMD significance thresholds for criteria pollutants, and potential health impacts associated with criteria air pollutants would be less than significant.

d) Would the project result in other emissions (such as those leading to odors) adversely affecting a substantial number of people?

Less Than Significant Impact. The occurrence and severity of potential odor impacts depends on numerous factors. The nature, frequency, and intensity of the source; the wind speeds and direction; and the sensitivity of receiving location each contribute to the intensity of the impact. Although offensive odors

seldom cause physical harm, they can be annoying and cause distress among the public and generate citizen complaints.

Odors would potentially be generated from vehicles and equipment exhaust emissions during construction of the project. Potential odors produced during construction would result from concentrations of unburned hydrocarbons from tailpipes of construction equipment, exposure of waste during grading, architectural coatings, and asphalt pavement application. Such odors would disperse rapidly from the project site and generally occur at magnitudes that would not affect substantial numbers of people. Additionally, the proposed project does not include demolition of older buildings which may have included asbestos or lead in their building design. Therefore, impacts associated with odors and other emissions during construction would be less than significant.

Land uses and industrial operations associated with odor complaints include agricultural uses, wastewater treatment plants, food-processing plants, chemical plants, composting operations, refineries, landfills, dairies, and fiberglass molding facilities (SCAQMD 1993). The project entails operation of a billboard and would not result in the creation of a land use that is commonly associated with odors. Therefore, project operations would result in an odor impact that would be less than significant.

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3.4 Biological Resources

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
IV. BIOLOGICAL RESOURCES – Would the project:				
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	☐	☐	☐	☒
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	☐	☐	☐	☒
c) Have a substantial adverse effect on state or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	☐	☐	☐	☒
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	☐	☐	☒	☐
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	☐	☐	☐	☒
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	☐	☐	☐	☒

a) Would the project have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?

No Impact. Based on an electronic database review of the California Natural Diversity Database, there are 43 special-status plant species and 57 special-status wildlife species with recorded occurrences in the U.S. Geologic Survey's Beverly Hills, California 7.5-minute topographic quadrangle, in which the project is located, and within the surrounding seven quadrangles (CDFW 2021, USFWS 2021a). Twenty-nine species are listed under the federal and/or California endangered species acts, one is a candidate under the federal Endangered Species Act (ESA), one is a candidate under California ESA, and one species is listed as "rare" under the California Native Plant Protection Act. The project is not located within any designated critical habitat (USFWS 2021a).

The special-status species recorded within the Beverly Hills, California 7.5-minute topographic quadrangle and surrounding quadrangles have mostly been reported in naturalized areas such as the Hollywood Hills and the rest of the Santa Monica coastal range. While there may be nearby vegetated hillside areas, the project area is fully surrounded by urban development on all sides, is largely devoid of vegetation and exposed soils, and is therefore unlikely to serve as suitable habitat for special-status species.

The proposed project site is currently developed and is located within a highly urbanized setting dominated by development and sparse ornamental landscaping. No native habitat is located on the project site, the adjacent properties, and in the local vicinity, so no special-status species, including listed or rare species, are expected to occur on site or within the immediate area. As such, no impact to special-status species is expected to occur.

b) Would the project have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?

No Impact. No riparian or other sensitive habitats are known to occur in the project area or in the City (City of West Hollywood 2010). Only ornamental vegetation and street trees are present within the project site, which do not constitute a sensitive natural community. As such, no impact to sensitive natural communities from the proposed project would occur, as none exist in the project area.

c) Would the project have a substantial adverse effect on state or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?

No Impact. The City of West Hollywood does not contain any federally protected wetlands (USFWS 2021b). Therefore, no impact to federally protected wetlands would occur as a result of the proposed project.

d) Would the project interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?

Less Than Significant Impact. There are no wetlands or water bodies within the proposed project area. Therefore, the proposed project would have no potential to affect the movement of migratory fish. As stated in the City's

General Plan Environmental Impact Report, while some local movement of wildlife can be expected to occur throughout the City, the City is not recognized as an area that links migratory wildlife populations (City of West Hollywood 2010). Furthermore, the project site is situated along a highly built-out corridor that supports a high volume of vehicular and pedestrian traffic and is therefore characterized by generally high ambient levels of noise and light. While there may be remaining strips of vegetated hillside areas to the north of the project site at the base of the Hollywood Hills, these segments of hillsides are fully surrounded by urban development on all sides and, therefore, would not be expected to serve as a wildlife corridor. For these reasons, the project area is generally unsuitable for wildlife habitat, including wildlife corridors.

No operational or construction impacts to nesting birds are anticipated to occur. There is one street tree in front of the project site that is not yet mature. In the unlikely event of an active bird nest at this tree or elsewhere on the site, the nesting species could be disturbed by project construction activities. The Sunset Boulevard Off-Site Signage Policy states that any construction activities involving vegetation trimming or removal occurring between February 1 and August 31 would require a qualified biologist to survey the immediate area for active bird nests. If found within the disturbance area, the biologist would develop avoidance measures in compliance with the Migratory Bird Treaty Act. During operation, the project site and the corridor on which it is located (the Sunset Strip) would remain areas of high pedestrian and vehicular activity, consistent with existing conditions. Therefore, while impacts to nesting birds are unlikely due to the highly developed nature of the project area, the proposed project would comply with the procedures included in the Sunset Boulevard Off-Site Signage Policy to ensure that impacts to any native resident or native wildlife nursery sites are less than significant.

e) Would the project conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?

No Impact. The City's municipal code provides regulations governing the treatment of street trees and trees on other public lands, as well as requirements under the City of West Hollywood Heritage Tree Program. No trees in the project area have been designated as Heritage Trees by the City (City of West Hollywood 2021). Street trees and trees on public property are protected under Chapter 11.36 of the City's municipal code. As stated in Section 11.36.010, it is unlawful for any person, firm or corporation (other than the City, or persons acting under the City's authority) to plant, trim, prune, cut, break, deface, destroy, burn or remove any shade or ornamental tree, hedge, plant, shrub or flower growing, or planted to grow upon any public highway, public ground or public property within the City without a permit issued pursuant to the provisions of Chapter 11.36. There is one street tree fronting the project site along the Sunset Boulevard sidewalk that would not be affected by the project. The proposed project would not conflict with local policies protecting biological resources, and no impact would occur as a result of the proposed project.

f) Would the project conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?

No Impact. The City's general plan does not designate any areas of the City as being within a habitat conservation plan (City of West Hollywood 2011). Furthermore, the City is not within any of the regional conservation plans designated by the state (CDFW 2019). Therefore, implementation of the proposed project would not conflict with the provisions of an adopted habitat conservation plan; natural community

conservation plan; or other approved local, regional, or state habitat plan, as none apply to the project site. No impacts would occur as a result of the proposed project.

References

CDFW (California Department of Fish and Wildlife). 2021. "List of California Natural Diversity Database (CNDDB) Species for the Beverly Hills Quad." Quick Viewer. Accessed April 12, 2021. http://dfg.ca.gov/biogeodata/cnddb/.

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USFWS (United States Fish and Wildlife Service). 2021a. "IPaC resource list." Accessed April 12, 2021. https://ecos.fws.gov/ipac/location/OGQMAXGYGZEUNGZXKPTYZGOOYQ/resources.

USFWS. 2021b. National Wetlands Inventory, *Wetlands Mapper*, Search by Address. Accessed April 23, 2021. http://www.fws.gov/wetlands/Data/Mapper.html.

3.5 Cultural Resources

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
V. CULTURAL RESOURCES – Would the project:				
a) Cause a substantial adverse change in the significance of a historical resource pursuant to §15064.5?	☐	☐	☒	☐
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?	☐	☐	☒	☐
c) Disturb any human remains, including those interred outside of dedicated cemeteries?	☐	☐	☒	☐

a) Would the project cause a substantial adverse change in the significance of a historical resource pursuant to §15064.5?

Less Than Significant Impact. The building at 8730 Sunset Boulevard has been evaluated under CEQA to determine whether it is considered a historical resource. The building evaluation is attached to this document as Appendix C. As demonstrated therein, the building at 8730 Sunset Boulevard was not found eligible for designation as a historical resource at the federal, state, or local levels. Therefore, the building at 8730 Sunset Boulevard is not considered a historical resource pursuant to CEQA. Development of the proposed project would not, therefore, result in direct impacts to historical resources. However, the project site is located within the vicinity of several designated and eligible historical resources, including the potential Sunset Plaza historic district, the locally designated 8743 Sunset Boulevard building, and the locally eligible 8760 Sunset Boulevard building. Indirect impacts to these designated or potential resources are discussed in Appendix C. As described therein, indirect impacts from the project were determined to be less than significant. As such, the proposed project would have no direct impacts on historical resources, and indirect impacts were determined to be less than significant.

b) Would the project cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?

Less Than Significant Impact. Based on prior records searches conducted in the project area at the South Central Coastal Information Center (SCCIC), no prehistoric or historic archaeological resources were identified on the project site or in the project vicinity. All identified resources within the vicinity of the project site are historic buildings constructed between the early and middle 20th century (City of West Hollywood 2010, 2018); the topic of historic built environment resources is evaluated above in Section 3.5(a). A Sacred Lands File search of the project area was conducted with the Native American Heritage Commission (NAHC) as part of the Sunset Strip Off-Site Signage Policy IS/ND. The NAHC stated that the search "was completed with negative results however this area is sensitive for potential tribal cultural resources." The topic of tribal cultural resources is addressed in Section 3.18. Based on this research, there are no known archaeological resources on the project site or in the vicinity of the project site.

The proposed project would involve a minimal area of ground disturbance to construct the new mechanical building (which would be approximately 100 SF in size) and billboard structure (which would be 6 feet in diameter), and the ground disturbance would occur on a lot that has already undergone grading and ground disturbance, associated with the existing Sunset Towers building. As such, it is anticipated that the area of proposed ground disturbance has already undergone substantial disturbance in the past, which reduces the likelihood that previously undiscovered archaeological resources would be discovered during construction of the proposed project. However, due to the anticipated depth of the pole foundation for the billboard (22–26 feet below grade), excavation would likely extend into previously undisturbed soils.

Nevertheless, due to the absence of known archaeological resources on the project site or in the project area, the minimal amount of proposed ground disturbance, and the previously disturbed nature of the project site, the likelihood of encountering previously undiscovered, buried archaeological resources is low, and no discoveries are anticipated. However, there is always some potential for a previously undiscovered resource to be encountered during excavation. If resources were to be uncovered but not properly treated, they could be destroyed or damaged, resulting in a potentially significant impact. However, as a condition of approval for the project, and in accordance with the requirements of the Sunset Boulevard Off-Site

Signage Policy, the following practices would be required in the unlikely event of an unanticipated archaeological find:

If archaeological cultural resources (sites, features, or artifacts) are exposed during construction activities, all construction work occurring within 100 feet of the find shall immediately stop until a qualified archaeologist, meeting the Secretary of the Interior's Professional Qualification Standards, can evaluate the significance of the find and determine whether additional study is warranted. Depending upon the significance of the find under CEQA (14 CCR 15064.5(f); PRC Section 21082), the archaeologist may simply record the find and allow work to continue. If the discovery proves significant under CEQA, additional work, such as preparation of an archaeological treatment plan, additional testing, or data recovery may be warranted. Construction in the vicinity of the find(s) shall not resume until deemed appropriate by the archeologist. Additionally, if the encountered cultural resources are Native American in nature, the tribes who have requested consultation for the project will be contacted and consulted with regarding appropriate treatment. If human remains are encountered, all procedures and protocols will be followed in accordance with state and local regulations with regard to the accidental discovery of human remains, including California Health and Safety Code Section 7050.5, California Public Resources Code Section 5097.98, and CEQA Guidelines Section 15064.5(e).

Compliance with applicable regulatory requirements established in the Sunset Boulevard Off-Site Signage Policy and the associated condition of approval for the protection of significant archaeological resources would ensure that any unanticipated significant discoveries are protected to the extent required by law. Impacts from the proposed project would be less than significant.

c) Would the project disturb any human remains, including those interred outside of dedicated cemeteries?

Less Than Significant Impact. As discussed in Section 3.5(b), the proposed project would involve minimal ground-disturbing activities. In the unlikely event that any human remains are discovered during construction, such resources would be treated in accordance with state and local regulations and guidelines for disclosure, recovery, relocation, and preservation, as appropriate, including State Health and Safety Code Section 7050.5 and Public Resources Code Section 5097.98, which provide guidance with regard to the accidental discovery of human remains. Construction work would be temporarily halted until the required evaluation of potential remains is complete. Therefore, compliance with these existing regulations would ensure that any impacts to human remains resulting from the proposed project would be less than significant.

References

City of West Hollywood. 2010. Public Review Final Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan. October 2010. http://www.weho.org/city-hall/download-documents/-folder-626.

City of West Hollywood. 2018. Initial Study/Mitigated Negative Declaration – 8775 Sunset Boulevard Billboard Project. Final. July 2018.

3.6 Energy

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
VI. Energy – Would the project:				
a) Result in potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources, during project construction or operation?	☐	☐	☒	☐
b) Conflict with or obstruct a state or local plan for renewable energy or energy efficiency?	☐	☐	☒	☐

a) Would the project result in potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources, during project construction or operation?

Less Than Significant Impact. The short-term construction and long-term operation of the proposed project would require the consumption of energy resources in several forms at the project site and within the project area. Construction and operational energy consumption for the proposed project is evaluated in detail below.

Electricity

Construction Use

Temporary electric power for as-necessary lighting and electronic equipment would be provided by Southern California Edison (SCE). The amount of electricity used during construction would be minimal, as demand would primarily stem from use of electrically powered hand tools. The electricity used for construction activities would be temporary and minimal; therefore, proposed project construction would not result in wasteful, inefficient, or unnecessary consumption of electricity. Impacts would be less than significant.

Operational Use

Project operation would require electricity for the electronic billboard and ancillary electronic equipment and lighting. Based on information provided by the project applicant, the proposed project is anticipated to require approximately 335,000 kilowatt-hours of electricity pear year. Electricity is supplied to the project site by SCE. Annual retail sales of electricity in SCE's service area was forecasted to be approximately 75 billion kWh in 2020 (CPUC 2018). The increase in electricity consumption that would be associated with the proposed project represents approximately 0.0004% of SCE's total forecasted electricity sales in 2020. As such, the increase in electricity demand at the project site would be negligible relative to the electricity use in SCE's service area. Additionally, the project would be required to comply with the City's Sunset Boulevard Off-Site Signage Policy, which includes measures to encourage energy efficiency and sustainability.

Therefore, electricity consumption of the proposed project would not be considered inefficient or wasteful, and impacts would be less than significant.

Natural Gas

Construction and Operational Use

Natural gas is not anticipated to be required during construction or operation of the project. Fuels used for construction would primarily consist of diesel and gasoline, which are discussed under the subsection "Petroleum." Any minor amounts of natural gas that may be consumed as a result of project construction would be temporary and negligible and would not have an adverse effect. Operation the project includes the use of a billboard and ancillary electrical equipment, which would be powered through electricity from the power grid. The proposed project would not introduce any new uses to the project site that would require natural gas. Therefore, natural gas consumption during construction and operation would be negligible and would not result in wasteful, inefficient, or unnecessary consumption of natural gas and impacts would be less than significant.

Petroleum

Petroleum would be consumed throughout construction. Fuel consumed by construction equipment would be the primary energy resource expended over the course of construction. Transportation of construction materials and construction workers would also result in petroleum consumption. Heavy-duty construction equipment, vendor trucks, and haul trucks would use diesel fuel. Construction workers would likely travel to and from the project area in gasoline-powered vehicles. Construction is expected to take approximately 4 months. Once construction activities cease, petroleum use from off-road equipment and transportation vehicles would end. Because of the short-term nature of construction and relatively small scale of the project, the proposed project's petroleum consumption would be negligible when compared to California's daily total use of approximately 1.8 million barrels of petroleum. As such, construction would not result in wasteful, inefficient, or unnecessary consumption of petroleum, and impacts would be less than significant.

Operational Use

During operations, the majority of fuel consumption resulting from the proposed project would involve the use of motor vehicles traveling to and from the project site for periodic maintenance. Petroleum fuel consumption associated with motor vehicles traveling to and from the project site is a function of the vehicle miles traveled as a result of project operation. The annual VMT attributable to the proposed project is expected to be 214 VMT (Appendix B). Based on the 8.78 Kilograms CO_2 per gallon of gasoline, the proposed project is anticipated to require 10 gallons of gasoline annually during operation (Climate Registry 2019). By comparison, approximately 27.6 billion gallons of petroleum are consumed in California per year (EIA 2021). As such, project operations would not result in wasteful, inefficient, or unnecessary consumption of petroleum, and impacts would be less than significant.

In summary, although the project would involve energy use during construction and operations, project-related energy the use would be a small fraction of the statewide and regional use and, due to efficiency increases, would also be expected to diminish over time (particularly with respect to petroleum). Given

these considerations, energy consumption associated with the project would not be considered inefficient or wasteful, and impacts would be less than significant.

b) Would the project conflict with or obstruct a state or local plan for renewable energy or energy efficiency?

Less Than Significant Impact. The City's Climate Action Plan (CAP) includes strategies and performance indicators to reduce GHG emissions from municipal and communitywide activities within the City. The City's CAP strategies address seven major GHG sources and recommend actions to achieve GHG reductions through: community leadership and engagement, land use and community design, transportation and mobility, energy use and efficiency, water use and efficiency, waste reduction and recycling, and green space. However, the CAP is primarily focused on standard building development projects such as residential, retail, and recreational developments. Therefore, the most appliable plan to the proposed project that includes measures for renewable energy and energy efficiency would be the City's Sunset Boulevard Off-Site Signage Policy.

The proposed project, in compliance with the City's Sunset Boulevard Off-Site Signage Policy, would be required to utilize the highest available clean energy tier from the City's energy provider to the extent feasible. The City joined the Clean Power Alliance in 2017. As part of the City's commitment to protecting the environment and building resiliency, the West Hollywood City Council selected 100% Green Power as the default option for the community in February 2018, which provides 100% renewable energy. The City's residents and businesses are automatically enrolled into the default renewable energy tier selected by the City. However, understanding the diverse needs of the community, residents and commercial tenants can change the service by selecting one of Clean Power Alliance's other two rate options: Lean Power (36% renewable energy content) or Clean Power (50% renewable energy content) (City of West Hollywood 2019). Based on these considerations, the proposed project would comply with current energy standards and regulations, and the proposed project would result in a less than significant impact associated with the potential to conflict with energy standards and regulations.

References

City of West Hollywood. 2019. "Clean Power Alliance." Accessed March 2020. https://www.weho.org/city-government/city-departments/planning-and-development-services/clean-power-alliance.

CPUC (California Public Utilities Commission). 2018. *2018 California Renewables Portfolio Standard Annual Report*. November 2018. Accessed March 2020. http://www.cpuc.ca.gov/uploadedFiles/CPUC_Public_Website/Content/Utilities_and_Industries/Energy_-_Electricity_and_Natural_Gas/Renewables%20Portfolio%20Standard%20Annual%20Report%202018.pdf.

EIA (United States Energy Information Administration). 2021. "California State Profile and Energy Estimates – Table F16: Total Petroleum Consumption Estimates, 2019." Accessed August 2021. https://www.eia.gov/state/seds/data.php?incfile=/state/seds/sep_fuel/html/fuel_use_pa.html&sid=US&sid=CA.

The Climate Registry. 2019. *The Climate Registry's 2018 Default Emission Factors.* May 1. https://www.theclimateregistry.org/wp-content/uploads/2018/06/The-Climate-Registry-2018-Default-Emission-Factor-Document.pdf.

3.7 Geology and Soils

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
VII. GEOLOGY AND SOILS – Would the project:				
a) Directly or indirectly cause potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.	☐	☐	☐	☒
ii) Strong seismic ground shaking?	☐	☐	☒	☐
iii) Seismic-related ground failure, including liquefaction?	☐	☐	☒	☐
iv) Landslides?	☐	☐	☐	☒
b) Result in substantial soil erosion or the loss of topsoil?	☐	☐	☒	☐
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	☐	☐	☒	☐
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial direct or indirect risks to life or property?	☐	☐	☐	☒
e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?	☐	☐	☐	☒
f) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	☐	☐	☒	☐

a) Would the project directly or indirectly cause potential substantial adverse effects, including the risk of loss, injury, or death involving:

i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.

No Impact. There are numerous known earthquake faults in the vicinity of the project site. The project is located within an earthquake fault zone, as delineated on the California Geological Survey Earthquake Zones of Required Investigation Map for the Beverly Hills Quadrangle (California Geological Survey 2018). The City of West Hollywood has adopted a Fault Precaution Zone map that reflects the State's most recent Alquist-Priolo earthquake fault zones and which designates Fault Precaution Zones (FP-1 and FP-2) where site-specific fault studies and/or additional engineering design features are required for development projects. The project site is within the FP-1 zone which requires a site-specific fault rupture evaluation by a California Certified Engineering Geologist (City of West Hollywood 2020). However, this requirement is applicable to new structures designed for human occupancy, as described in Section 19.32.020 of the West Hollywood Municipal Code. The project would not introduce new habitable structures to the project site, nor would it change the existing use of the project site. The proposed project components would be designed and constructed in accordance with existing federal, state, and City laws and guidelines concerning seismic safety, thereby ensuring maximum feasible stability of all project components. Furthermore, implementation of the proposed project would not increase the probability or exacerbate the potential for fault rupture. As such, while the project site is within an earthquake fault zone, the proposed project would not increase the risk of loss, injury, or death involving rupture of an earthquake fault. No impact would occur as a result of the proposed project.

ii) Strong seismic ground shaking?

Less Than Significant Impact. The project site is within close proximity to the Hollywood Fault and is also located within an area that could be subject to seismic ground shaking from a variety of fault lines throughout the region. In the event of strong seismic ground shaking on the project site, the proposed billboard structure, mechanical room, and other project components would have the potential to undergo seismic damage, just as buildings and other structures along Sunset Strip may undergo damage during a strong earthquake. However, the proposed project components would be designed and constructed in accordance with existing federal, state, and City laws and guidelines concerning seismic safety, thereby ensuring maximum feasible stability of all project components. Furthermore, the project would not introduce new habitable structures to the project site, nor would it change the existing use of the project site. Because southern California is a seismically active region, visitors to the project site would not be at risk for exposure to seismic ground shaking hazards that would differ substantially from other areas in the City or region. Therefore, the proposed project would not substantially change the number of people or structures exposed to seismic ground shaking hazards. Furthermore, implementation of the proposed project would not increase the probability or exacerbate the potential for strong seismic ground shaking to occur. Upon compliance with seismic safety regulations, impacts related to seismic ground shaking associated with implementation of the proposed project would be less than significant.

iii) Seismic-related ground failure, including liquefaction?

Less Than Significant Impact. Liquefaction is the process in which saturated silty to cohesionless soils below the groundwater table temporarily lose strength during strong ground shaking as a consequence of increased pore pressure during conditions such as those caused by an earthquake. Earthquake waves cause water pressure to increase in the sediment and the sand grains to lose contact with each other, leading the sediment to lose strength and behave like a liquid. The project site is located within an overlapping earthquake fault zone and liquefaction zone (California Geological Survey 2018). In the event that seismic-related ground failure were to occur at the project site, the new billboard structure, mechanical room, and other project components would have the potential to undergo damage, just as buildings and other structures along Sunset Strip may undergo damage from seismic-related ground failure. The proposed project components would be constructed in accordance with existing federal, state, and City laws and guidelines concerning seismic safety, thereby ensuring maximum feasible stability of the billboard and other components. Furthermore, the project would not introduce new habitable structures to the project site, nor would it substantially change the use of the project site such that it would expose more people to seismic-related ground failure risks. Because southern California is a seismically active region, visitors to the project site would not be at risk for exposure to seismic-related ground failure hazards that would differ substantially from other areas in the City or region. Therefore, the proposed project would not substantially change the number of people or structures exposed seismic ground shaking hazards. Furthermore, implementation of the proposed project would not increase the probability or exacerbate the potential for seismic-related ground failure to occur. Upon compliance with seismic safety regulations, impacts related to seismic-related ground failure associated with implementation of the proposed project would be less than significant.

iv) Landslides?

No Impact. The project site is not located within an area identified as being susceptible to earthquake-induced landslides on maps prepared by the state (California Geological Survey 2018). As such, landslides are unlikely to occur on the project site. Furthermore, implementation of the proposed project would not increase the probability or exacerbate the potential for landslides to occur. Therefore, no impact would occur as a result of the proposed project.

b) Would the project result in substantial soil erosion or the loss of topsoil?

Less Than Significant Impact. In an urbanized setting, substantial erosion or loss of topsoil typically occurs when ground disturbance causes soils to be exposed, and the soils are washed away during a storm or wind event. Proposed project construction would cause minor amounts of ground disturbance on the project site associated with installation of the billboard structure, mechanical room, and landscaping. These construction processes may cause temporary soil exposure. However, this process would not expose substantial amounts of the underlying soil. Furthermore, the City's municipal code has numerous requirements in place that minimize and prevent soil erosion. These requirements include implementation of structural controls such as berms and plastic sheeting to minimize the escape of sediment; situating excavated soils in a manner that minimizes the amount of sediment that runs off site; and covering of any soil piles during the rainy season (Municipal Code Section 15.56.090). Due to the limited construction activities that would be required for the project, in combination with the City's requirements for

implementation of stormwater best management practices during construction, proposed project construction would not result in substantial soil erosion or loss of topsoil. Once construction is complete, the project site would be fully covered with pavement and landscaping. As such, the project would not result in substantial soil erosion or loss of topsoil and impacts would be less than significant.

c) Would the project be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?

Less Than Significant Impact. As described above, the project site could be susceptible to soils hazards, such as liquefaction. In the event that soil instability were to occur at the project site, the billboard structure and other project components would have the potential to undergo damage. However, the proposed project would be subject to applicable City, state, and federal regulations related to geologic safety. Ground disturbance involved with the proposed project would consist of installation of the proposed new billboard and associated pole foundation, the mechanical room, and new planters. As such, ground disturbance would be generally limited, and the proposed project would not be associated with substantial amounts of ground disturbance and excavation having the potential to cause soil instability. For these reasons, the proposed project is not expected to result in hazards related to soil stability. Furthermore, implementation of the proposed project would not increase the probability or exacerbate the potential for landslides, lateral spreading, subsidence, liquefaction, or collapse to occur. Upon compliance with seismic safety regulations, impacts related to soil hazards associated with implementation of the proposed project would be less than significant.

d) Would the project be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial direct or indirect risks to life or property?

No Impact. Expansive soils are clay-based soils that tend to expand (increase in volume) as they absorb water and shrink (lessen in volume) as water is drawn away. If soils consist of expansive clays, foundation movement and/or damage can occur if wetting and drying of the clay does not occur uniformly across the entire area. According to the U.S. Department of Agriculture Natural Resources Conservation Service (NRCS), the project site is underlain by Urban land-Palmview-Tujunga, gravelly complex soils (NRCS 2021). This soil unit has a very low shrink-swell potential that is unlikely to create risks to life or property. The proposed project would also not increase the number of habitable structures or building occupants potentially exposed to hazards associated with soil expansion. The proposed project would be constructed and operated in accordance with existing federal, state, and City laws and guidelines concerning structural safety, thereby ensuring maximum feasible stability of the new billboard structure and the other project elements. Furthermore, implementation of the proposed project would not increase the probability or exacerbate the potential for soil expansion to occur. With consideration of the above information, there would be no impact related to expansive soils.

e) Would the project have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?

No Impact. No septic tanks or alternative wastewater disposal systems are proposed. The properties along Sunset Strip are served by a sewer system. Therefore, no impact associated with the use of alternative wastewater disposal systems would occur as a result of the proposed project.

f) Would the project directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?

Less Than Significant Impact. The proposed project site is developed with the existing Sunset Towers building and attached parking garage. Therefore, it is not anticipated that the site contains any paleontological or unique geologic resources. It is anticipated that the small area of proposed ground disturbance has already undergone substantial disturbance in the past, which reduces the likelihood that previously undiscovered paleontological resources or unique geologic features would be unburied during construction of the proposed project. Due to the minimal amount of ground disturbance that would occur and the previously disturbed nature of the excavation area, the likelihood of encountering paleontological resources or unique geologic features is low. Nevertheless, there is always some potential for a previously undiscovered resource to be encountered during excavation. If resources were to be uncovered but not properly treated, they could be destroyed or damaged, resulting in a potentially significant impact. However, as a condition of approval for the project, and in accordance with the requirements of the Sunset Boulevard Off-Site Signage Policy, the following practices would be required in the unlikely event of an unanticipated paleontological find:

If paleontological resources are encountered during excavation, all work within 100 feet of the find must stop and the City of West Hollywood Planning & Development Services Department shall be immediately notified. A qualified paleontologist shall be retained to evaluate the finds and recommend appropriate handling and recovery methods. Construction in the vicinity of the find(s) shall not resume until deemed appropriate by the qualified paleontologist.

Compliance with the Sunset Boulevard Off-Site Signage Policy and the associated condition of approval would ensure that any unanticipated significant discoveries are protected to the extent required by law. Impacts from the proposed project would therefore be less than significant.

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3.8 Greenhouse Gas Emissions

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
VIII. GREENHOUSE GAS EMISSIONS – Would the project:				
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	☐	☐	☒	☐
b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	☐	☐	☒	☐

a) Would the project generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?

Less Than Significant Impact. Climate change refers to any significant change in measures of climate (e.g., temperature, precipitation, or wind patterns) lasting for an extended period of time (i.e., decades or longer). The Earth's temperature depends on the balance between energy entering and leaving the planet's system, and many factors (natural and human) can cause changes in Earth's energy balance. The greenhouse effect is the trapping and buildup of heat in the atmosphere near the Earth's surface (the troposphere). The greenhouse effect is a natural process that contributes to regulating the Earth's temperature, and it creates a livable environment on Earth. Human activities that emit additional GHGs to the atmosphere increase the amount of infrared radiation that gets absorbed before escaping into space, thus enhancing the greenhouse effect and causing the Earth's surface temperature to rise. Global climate change is a cumulative impact; a project contributes to this impact through its incremental contribution combined with the cumulative increase of all other sources of GHGs. Thus, GHG impacts are recognized exclusively as cumulative impacts (CAPCOA 2008).

A GHG is any gas that absorbs infrared radiation in the atmosphere; in other words, GHGs trap heat in the atmosphere. As defined in California Health and Safety Code Section 38505(g) for purposes of administering many of the state's primary GHG emissions reduction programs, GHGs include CO_2, methane (CH_4), nitrous oxide (N_2O), hydrofluorocarbons, perfluorocarbons, sulfur hexafluoride, and nitrogen trifluoride (see also CEQA Guidelines Section 15364.5). The three GHGs evaluated herein are CO_2, CH_4, and N_2O because these gases would be emitted during project construction and operation.

The Intergovernmental Panel on Climate Change developed the global warming potential (GWP) concept to compare the ability of each GHG to trap heat in the atmosphere relative to another gas. The reference gas used is CO_2; therefore, GWP-weighted emissions are measured in metric tons (MT) of CO_2 equivalent (CO_2e). Consistent with CalEEMod Version 2020.4.0, this GHG emissions analysis assumes the GWP for CH_4 is 25 (i.e., emissions of 1 MT of CH_4 are equivalent to emissions of 25 MT of CO_2), and the GWP for N_2O is 298, based on the Intergovernmental Panel on Climate Change's Fourth Assessment Report (IPCC 2007).

As discussed in Section 3.3, the project is located within SCAQMD jurisdictional boundaries. In October 2008, the SCAQMD proposed recommended numeric CEQA significance thresholds for GHG emissions for lead agencies to use in assessing GHG impacts of residential and commercial development projects as presented in its Draft Guidance Document—Interim CEQA Greenhouse Gas (GHG) Significance Threshold (SCAQMD 2008a). This document, which builds on the previous guidance prepared by the California Air Pollution Control Officers Association, explored various approaches for establishing a significance threshold for GHG emissions. The draft interim CEQA thresholds guidance document was not adopted or approved by the Governing Board. However, in December 2008, the SCAQMD adopted an interim 10,000 metric tons of CO_2 equivalent (MT CO_2e) per-year screening level threshold for stationary source/industrial projects for which the SCAQMD is the lead agency (SCAQMD 2008). The 10,000 MT CO_2e per-year threshold, which was derived from GHG reduction targets established in Executive Order (EO) S-3-05, was based on the conclusion that the threshold was consistent with achieving an emissions capture rate of 90% of all new or modified stationary source projects.

The SCAQMD formed a GHG CEQA Significance Threshold Working Group to work with SCAQMD staff on developing GHG CEQA significance thresholds until statewide significance thresholds or guidelines are established. From December 2008 to September 2010, the SCAQMD hosted working group meetings and revised the draft threshold proposal several times, although it did not officially provide these proposals in a subsequent document. The SCAQMD has continued to consider adoption of significance thresholds for residential and general land-use development projects. The most recent proposal issued by SCAQMD, issued in September 2010, uses the following tiered approach to evaluate potential GHG impacts from various uses (SCAQMD 2010):

Tier 1. Determine if CEQA categorical exemptions are applicable. If not, move to Tier 2.

Tier 2. Consider whether or not the project is consistent with a locally adopted GHG reduction plan that has gone through public hearing and CEQA review, that has an approved inventory, includes monitoring, etc. If not, move to Tier 3.

Tier 3. Consider whether the project generates GHG emissions in excess of screening thresholds for individual land uses. The 10,000 MT CO_2e per-year threshold for industrial uses would be recommended for use by all lead agencies. Under option 1, separate screening thresholds are proposed for residential projects (3,500 MT CO_2e per year), commercial projects (1,400 MT CO_2e per year), and mixed-use projects (3,000 MT CO_2e per year). Under option 2, a single numerical screening threshold of 3,000 MT CO_2e per year would be used for all non-industrial projects. If the project generates emissions in excess of the applicable screening threshold, move to Tier 4.

Tier 4. Consider whether the project generates GHG emissions in excess of applicable performance standards for the project service population (population plus employment). The efficiency targets were established based on the goal of Assembly Bill (AB) 32 to reduce statewide GHG emissions to 1990 levels by 2020. The 2020 efficiency targets are 4.8 MT CO_2e per service population for project level analyses and 6.6 MT CO_2e per service population for plan level analyses. If the project generates emissions in excess of the applicable efficiency targets, move to Tier 5.

Tier 5. Consider the implementation of CEQA mitigation (including the purchase of GHG offsets) to reduce the project efficiency target to Tier 4 levels.

Because the proposed project as a whole consists of a construction and operation of a billboard, this analysis applies the recommended SCAQMD threshold of 1,400 MT CO_2e per year, applicable to commercial projects (see "Tier 3"). Per the SCAQMD guidance, construction emissions should be amortized over the operational life of the project, which is assumed to be 30 years (SCAQMD 2008). This impact analysis, therefore, adds amortized construction emissions to the estimated annual operational emissions and then compares operational emissions to the threshold.

Construction

Construction of the proposed project would result in GHG emissions, which are primarily associated with the use of off-road construction equipment, on-road haul and vendor trucks, and worker vehicles. The SCAQMD Draft Guidance Document – Interim CEQA Greenhouse Gas (GHG) Significance Threshold (SCAQMD 2008) recommends that "construction emissions be amortized over a 30-year project lifetime, so that GHG reduction measures will address construction GHG emissions as part of the operational GHG reduction strategies." Thus, the total construction GHG emissions were calculated, amortized over 30 years, and added to the total operational emissions for comparison with the GHG significance threshold of 3,000 MT CO_2e per year. The determination of significance, therefore, is addressed in the operational emissions discussion following the estimated construction emissions.

CalEEMod was used to calculate the annual GHG emissions based on the construction scenario described in Section 3.3. For the purposes of this analysis, construction of the proposed project is assumed to commence in October 2021, lasting a total of 4 months and reaching completion in January 2022.[7] On-site sources of GHG emissions include off-road equipment and off-site sources include vendor trucks and worker vehicles. Table 3.8-1 presents construction GHG emissions for the proposed project from on-site and off-site emission sources.

Table 3.8-1. Estimated Annual Construction Greenhouse Gas Emissions

Year	CO_2	CH_4	N_2O	CO_2e
	Metric Tons per Year			
2021	17.30	<0.01	<0.01	17.49
2022	7.28	<0.01	<0.01	7.32
			Total	**24.81**
			Amortized Emissions (over 30 years)	**0.83**

Source: Appendix B.
Notes: CO_2 = carbon dioxide; CH_4 = methane; N_2O = nitrous oxide; CO_2e = carbon dioxide equivalent.

As shown in Table 3.8-1, the estimated total GHG emissions during construction of the proposed project would be approximately 25 MT CO_2e. Estimated project-generated construction emissions amortized over 30 years would be approximately 1 MT CO_2e per year. As with project-generated construction air quality pollutant emissions, GHG emissions generated during construction of the proposed project would be short-term in nature, lasting only for the duration of the construction period, and would not represent a long-term

[7] In practice, construction may begin at a later date. However, using an earlier start date for construction represents more conservative/worst-case scenario construction impacts, because standards for in-use off-road equipment and heavy-duty trucks become more stringent over time. As such, a later start date would result in similar or slightly reduced emissions relative to those that are shown herein for the October 2021 start date.

source of GHG emissions. Because there is no separate GHG threshold for construction, the evaluation of significance is discussed in the operational emissions analysis in the following text.

Operational

CalEEMod was used to estimate potential proposed project-generated operational GHG emissions from area sources (landscape maintenance), energy sources (natural gas and electricity), mobile sources, solid waste, and water supply and wastewater treatment. Emissions from each category are discussed in the following text with respect to the proposed project. The proposed project would not generate emissions for some of these categories (e.g., natural gas and wastewater treatment). For additional details, see Section 3.3 for a discussion of operational emission calculation methodology and assumptions, specifically for area sources, energy, and mobile sources. Operational year 2022 was assumed as the first full year of operation for the proposed project.

Area Sources

CalEEMod was used to estimate GHG emissions from the proposed project's area sources, which include operation of gasoline-powered landscape maintenance equipment, which produce minimal GHG emissions. See Section 3.3 for a discussion of landscaping equipment emissions calculations. Consumer product use and architectural coatings result in VOC emissions, which are analyzed in the air quality analysis only, since little to no GHG emissions would result.

Energy Sources

The estimation of operational energy emissions was based on information provided by the project applicant. The project is anticipated to require approximately 335,000 kilowatt-hours of electricity per year to power the billboard and all ancillary equipment associated with the project. CalEEMod default energy intensity factors (CO_2, CH_4, and N_2O mass emissions per kilowatt-hour) for SCE were utilized and are based on the value for SCE's energy mix in 2020.

Mobile Sources

All details for criteria air pollutants discussed in Section 3.3 are also applicable for the estimation of operational mobile source GHG emissions. Regulatory measures related to mobile sources include AB 1493 (Pavley) and related federal standards. AB 1493 required that CARB establish GHG emission standards for automobiles, light-duty trucks, and other vehicles determined by CARB to be vehicles that are primarily used for noncommercial personal transportation in the state. In addition, the National Highway Traffic Safety Administration and U.S. Environmental Protection Agency have established corporate fuel economy standards and GHG emission standards, respectively, for automobiles and light-, medium-, and heavy-duty vehicles. Implementation of these standards and fleet turnover (replacement of older vehicles with newer ones) would gradually reduce emissions from the proposed project's motor vehicles. The effectiveness of fuel economy improvements was evaluated by using the CalEEMod emission factors for motor vehicles in 2022 to the extent it was captured in Emissions Factor (EMFAC) 2017.

Water, Wastewater, and Solid Waste

Supply, conveyance, treatment, and distribution of water requires the use of electricity, which would result in associated indirect GHG emissions. Water consumption estimates for outdoor water use and associated electricity consumption from water use were estimated using CalEEMod default values. The proposed project is not anticipated to generate wastewater or solid waste at regular intervals. Therefore, wastewater and solid waste generation rates from CalEEMod were not applied in this analysis, since solid waste and wastewater generated by the project would be minimal to negligible and would not have a material effect on the project's operational GHG emissions.

The estimated operational (year 2022) GHG emissions from area sources, energy usage, motor vehicles, and water usage for the proposed project are shown in Table 3.8-2.

Table 3.8-2. Estimated Annual Operational Greenhouse Gas Emissions

Emission Source	CO_2	CH_4	N_2O	CO_2e
	metric tons per year			
Area	0.00	0.00	0.00	0.00
Energy	59.41	0.01	<0.01	59.71
Mobile	0.07	<0.01	0.00	0.8
Water supply	0.05	0.00	0.00	0.05
			Total	**59.84**
			Amortized Construction Emissions	*0.83*
			Proposed Project + Amortized Total	**60.67**

Source: Appendix B.
Notes: CO_2 = carbon dioxide; CH_4 = methane; N_2O = nitrous oxide; CO_2e = carbon dioxide equivalent.

As shown in Table 3.8-2, estimated annual generated GHG emissions would be approximately 60 MT CO_2e per year as a result of operation of the proposed project. Estimated annual proposed operational emissions in 2022 and amortized construction emissions of approximately 1 MT CO_2e per year would be approximately 61 MT CO_2e per year for the proposed project. Therefore, annual operational GHG emissions with amortized construction emissions of the proposed project would not exceed the SCAQMD recommended threshold of 1,400 MT CO_2e per year. Therefore, impacts would be less than significant.

b) Would the project generate conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?

Less Than Significant Impact. The City adopted its Climate Action Plan (CAP) on September 6, 2011, concurrent with the adoption of the City's 2035 General Plan. The City's CAP includes strategies and performance indicators to reduce GHG emissions from municipal and communitywide activities within the City. The City's CAP strategies address seven major GHG sources and recommend actions to achieve GHG reductions through: community leadership and engagement, land use and community design, transportation and mobility, energy use and efficiency, water use and efficiency, waste reduction and recycling, and green space. For each strategy, the City's CAP recommends measures and actions that translate the CAP's vision into on-the-ground action. Measures define the direction that the City will take to accomplish its GHG reduction goals, while actions define the specific steps that City staff and decision

makers will take over time. Overall, the goal of the City's CAP is to reduce the City's communitywide GHG emissions by 20%–25% below 2008 emission levels by 2035.

The proposed project involves installation of a billboard structure, lighting, landscaping, and façade improvements on an existing structure and would not conflict with the goals, measures, and actions of the CAP. Measures for community leadership and engagement and land use and community design are focused on community actions and balance of land use mix and would not be applicable to the project. The project would not generate waste and would not conflict with the associated water efficiency and waste reduction and recycling goals and measures. The project would be consistent with green space goals, as it would contribute landscape planters to a developed property that is generally devoid of vegetation under current conditions. Although the project would result in minor vehicle trips, the project would not conflict with transportation and mobility measures, which are focused on providing enhanced pedestrian and bicycle network infrastructure and transit system improvements to encourage alternative modes to vehicle travel and reduced vehicle congestion. The proposed project would not affect alternative modes of travel, nor would it contribute additional vehicles to the roadway network such that congestion would increase. The CAP's energy measures strive to reduce the City's per capita energy use through residential and commercial programs and incentives, and also focus on green building design and requirements for new building construction. The proposed project would not involve new building construction; however, the proposed billboard would be required to compliance with the renewable energy measures from the City's Sunset Boulevard Off-site Signage Policy. These measures require the project to utilize the highest available clean energy tier from the City's energy provider to the extent feasible. Additionally, the policy states that the incremental energy usage attributable to digital signs should be fully offset to the extent feasible through demonstrated improvement in the energy performance for new buildings or major renovations of existing buildings. The replacement façade panels that would be installed along the northern façade of the Sunset Towers building as part of this project would improve the overall building energy efficiency of Sunset Towers. Specifically, the new panels would reduce solar heat gain to the building and would optimize weather resistance, thereby reducing reliance on climate control systems (e.g., air conditioning). Based on these considerations, the proposed project would not conflict with the City's adopted CAP.

Operation of the project would require minimal vehicle trips for maintenance, and energy use associated with the billboard structure would be subject to the renewable energy requirements of the Sunset Boulevard Off-site Signage Policy. Accordingly, the GHG emissions resulting from these activities would be minimal. Furthermore, as discussed under Section 3.7(a), project-generated emissions would not exceed the proposed SCAQMD threshold of 1,400 MT CO_2E per year for commercial projects. Due to the minor nature of the GHG emissions that would result from the project, the project would not conflict with state climate change policy or with the City's CAP. Therefore, impacts would be less than significant.

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3.9 Hazards and Hazardous Materials

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
IX. HAZARDS AND HAZARDOUS MATERIALS – Would the project:				
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	☐	☐	☒	☐
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	☐	☐	☒	☐
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	☐	☐	☒	☐
d) Be located on a site that is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	☐	☐	☐	☒

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard or excessive noise for people residing or working in the project area?	☐	☐	☐	☒
f) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	☐	☐	☐	☒
g) Expose people or structures, either directly or indirectly, to a significant risk of loss, injury or death involving wildland fires?	☐	☐	☐	☒

a) Would the project create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?

Less Than Significant Impact. Relatively small amounts of commonly used hazardous substances such as gasoline, diesel fuel, lubricating oil, adhesive materials, grease, solvents, and architectural coatings would be used during construction of the proposed project. These materials are not considered acutely hazardous and are used routinely throughout urban environments for both construction projects and small-scale structural improvements. Further, these materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to the public or environment. Once construction of the project has been completed, fuels and other petroleum products would no longer remain on the site.

Operation of the proposed project would not generally require additional materials, whether hazardous or non-hazardous, beyond those that are currently used on the project site for operation and maintenance of the existing building and landscaping. However, the proposed project would involve several types of additional materials including LED bulbs for the billboard and for the new architectural lighting on the Sunset Towers building. These LED bulbs would need to be replaced approximately once every 5 years. During these periodic maintenance events, the used bulbs would be transported and disposed of in accordance with applicable regulations. LED bulbs would be disposed in accordance with applicable handling and disposal requirements and would not pose a significant risk to the public or environment. Upon compliance with applicable regulations concerning the transport, use, and disposal of hazardous materials, impacts from the proposed project would be less than significant.

b) Would the project create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?

Less Than Significant Impact. As discussed under Section 3.9(a), construction of the proposed project would involve relatively small amounts of commonly used hazardous substances such as gasoline, diesel fuel, lubricating oil, grease, adhesive materials, solvents, and architectural coatings. These materials are not considered acutely hazardous and are used routinely throughout urban environments for both construction projects and small-scale structural improvements. Further, these materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. For these reasons, construction of the proposed project is not anticipated to release hazardous materials into the environment that would pose a threat to human health or the environment.

During project construction, limited amounts of ground disturbance would occur, in association with excavation for the pole structure. In the event that subsurface contamination is present on a site, ground disturbance and excavation would have the potential to uncover contamination, exposing construction workers, the public, and/or the environment to contaminated soils or groundwater. As further discussed under Section 3.9(d), the project site is not mapped on government databases as a hazardous materials site. However, there are several mapped hazardous materials sites within the vicinity of the project site. The closest of these sites is the "HAV-A-CAR" former leaking underground storage tank site at 8752 Sunset Boulevard, approximately 90 feet from the proposed project site. Cleanup of the site was completed and reached a "case closed" status as of April 30, 1987 (SWRCB 2021a), indicating that the leak has been addressed and, therefore, would not be expected to pose a hazard. All other nearby sites have reached a "case closed" status as well, with one exception. One remaining open case is located within the project vicinity: a leaking underground storage tank cleanup site at 8873 Sunset Boulevard, which has a status of "open" and is located over 1,000 feet west of the project site. The leak was associated with a former gasoline station at the site. The site has already undergone remediation under the oversight of the State Water Resources Control Board and Los Angeles County and is eligible for closure as of March 9, 2021 (SWRCB 2021b). Because remediation has been completed and the site is eligible for closure, and due to the distance between the project site and this location, the previous leak is not anticipated to cause a significant hazard at the project site. In the unlikely event that construction workers were to encounter contaminated soils during construction of the proposed project, the hazardous soils would be tested, removed, and disposed of in accordance with applicable local, state, and federal regulations for proper treatment of contaminated soils. Compliance with such regulations would further minimize the likelihood of a release of hazardous materials into the environment. As such, the proposed project is not anticipated to create a significant hazard to the public or to the environment pertaining to these sites, since none are located on the project site itself and since all sites have undergone corrective action and are no longer expected to pose a threat to human health, safety, and the environment.

The operations at the project site would not substantially change upon implementation of the project. As described under Section 3.9(a), new operational materials associated with the project would be handled and disposed of in accordance with federal, state, and local requirements. For these reasons and upon required compliance with laws concerning hazardous materials, the proposed project is not anticipated to release hazardous materials into the environment that would pose a threat to human health or the environment, and impacts resulting from the project would be less than significant.

c) Would the project emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?

Less Than Significant Impact. The Pacific Hills School (8628 Holloway Drive) is located within one-quarter mile of the project site. As discussed in Section 3.9(a), construction and operation of the proposed project would involve some commonly used hazardous substances which would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose and in accordance with applicable regulations would not pose a significant risk to nearby schools. For these reasons, impacts related to the use of hazardous materials near schools resulting from the proposed project would be less than significant.

d) Would the project be located on a site that is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?

No Impact. The project site is not included on any hazardous waste site lists including the California Department of Toxic Substances Control (DTSC) EnviroStor database, the State Water Resources Control Board (SWRCB) GeoTracker site, the Cortese list, the Superfund Site list, or other lists compiled pursuant to Section 65962.5 of the Government Code (DTSC 2021; CalEPA 2016, 2021; SWRCB 2020, 2021c; U.S. EPA 2021). No impact would occur.

e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard or excessive noise for people residing or working in the project area?

No Impact. The nearest airports to the project site are the Hollywood Burbank Airport, located approximately 7 miles north of the project site, and the Santa Monica Municipal Airport, located approximately 5.5 miles southwest of the project site. The proposed project area is located well outside of the airport influence area of these airports (Los Angeles County ALUC 2004). As such, the project area is not located within a 2-mile radius of any public airport, and no airport land use plans apply to the site. Therefore, the proposed project would not create an airplane safety hazard for people residing or working in the project area, and no impact would occur.

f) Would the project impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?

No Impact. The City has an emergency plan (the City of West Hollywood Standardized Emergency Management System/National Incident Management System (SEMS/NIMS) Emergency Plan) that is an all-hazards preparedness, emergency evacuation, response, and recovery plan. It addresses hazards such as fires, earthquakes, floods, terrorism, transportation accidents, public health emergencies, and hazardous materials accidents (City of West Hollywood 2017). The proposed project would be required to be consistent with this plan. The plan maps a number of evacuation routes through the City. The closest designated evacuation route to the project site is Sunset Boulevard (City of West Hollywood 2017). During proposed project construction, temporary lane closures may be required. However, the lane closures would be limited and scheduled in coordination with the City. In the event of an evacuation, any temporary lane closures

would be required to cease. The evacuation would therefore proceed in a similar manner with or without the project. As such, project construction is not expected to impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan. During operations, the proposed project would not be associated with substantial increases in traffic volumes such that Sunset Boulevard or the surrounding roadways would be adversely affected relative to existing conditions. For these reasons, the proposed project would not interfere with emergency response or evacuation plans, and no impact would occur.

g) Would the project expose people or structures, either directly or indirectly, to a significant risk of loss, injury, or death involving wildland fires?

No Impact. The nearest wildland areas are located at the base of the Hollywood Hills, which begin on the north side of Sunset Boulevard, adjacent to and north of the Sunset Strip. These areas are designated as Very High Fire Hazard Severity Zones (VHFHSZ) in the Local Responsibility Area (LRA). The proposed project site is not within the designated VHFHSZ area (CAL FIRE 2021). Additionally, the hills directly north of the project site are developed with residential uses. The project area is highly urbanized and is surrounded on all sides by development. Furthermore, the proposed project would not change existing conditions such that additional people or structures would be exposed to significant risk of loss, injury, or death caused by a wildland fire in the Hollywood Hills. The proposed project does not involve new buildings or new building occupants, which could increase the number of people exposed to wildland fire hazards in the area. While the project would involve the operation of LED bulbs on the project site, when used for their intended purposes and when operated and installed in accordance with standard procedures, LED bulbs do not pose an increased risk of fire relative to other lighting sources. As such, the proposed project is not expected to increase the potential for fires to occur in the project area. In the unlikely event of a wildland fire emergency in the project area, the Los Angeles County Fire Department would provide fire protection services. Additionally, the new paneling to be installed on the Sunset Towers building would increase fire resistance compared to existing conditions. As such, no impacts related to wildland fire are expected to occur.

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3.10 Hydrology and Water Quality

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
X. HYDROLOGY AND WATER QUALITY – Would the project:				
a) Violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality?	☐	☐	☒	☐
b) Substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin?	☐	☐	☐	☒
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces, in a manner which would:				
i) result in substantial erosion or siltation on or off site;	☐	☐	☒	☐

		Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
ii)	substantially increase the rate or amount of surface runoff in a manner which would result in flooding on or off site;	☐	☐	☐	☒
iii)	create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff; or	☐	☐	☒	☐
iv)	impede or redirect flood flows?	☐	☐	☐	☒
d)	In flood hazard, tsunami, or seiche zones, risk release of pollutants due to project inundation?	☐	☐	☐	☒
e)	Conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan?	☐	☐	☐	☒

a) Would the project violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality?

Less Than Significant Impact. Short-term construction activities for the proposed project would have some potential to affect the quality of stormwater discharged from the project site. Land disturbance activities could result in erosion and sedimentation, and spills or leaks of petroleum products used by construction equipment could also affect the quality of stormwater. However, the City's municipal code prohibits discharges to the storm drain system of any fuel, chemical wastes, or other materials that have potential adverse impacts on water quality (Municipal Code Section 15.56.060). The municipal code also requires implementation of best management practices, which "shall be used in areas exposed to storm water for the removal and lawful disposal of all fuels, chemicals, fuel and chemical wastes, animal wastes, garbage, batteries, or other materials which have potential adverse impacts on water quality" (Section 15.56.070). Standard site management practices and typical equipment maintenance, in combination with implementation of municipal code requirements involving stormwater quality, would generally preclude leaks and spills of a magnitude that would adversely affect stormwater runoff. Construction-related water quality impacts can also occur if land disturbance activities result in erosion or sedimentation downstream. As previously discussed, ground disturbance for construction and operation of the project would be generally limited. The project would not result in exposure of large areas of exposed soils that could be transported off site during storm events. Requirements in the Municipal Code include implementation of structural controls such as berms and plastic sheeting to minimize the escape of sediment and other pollutants, situating excavated soils in a manner that minimizes the amount of sediment that runs off site, and covering of any soil piles during the rainy season (Municipal Code Section 15.56.090). Due to the limited construction activities that would be required for the project and limited ground disturbance, in

combination with the City's requirements for implementation of stormwater best management practices during construction, proposed project construction would result in less than significant effects relative to water quality standards and waste discharge requirements.

During operation, the proposed project would not require water, aside from occasional watering needs of the landscaping which would occur through an in-bed watering system that would minimize runoff and overspray onto the pedestrian walkway. Thus, impacts from project operation would also be less than significant.

b) Would the project substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin?

No Impact. The proposed project would result in a minor increase in water demands relative to existing conditions at the project site, primarily due to the new landscaping that would be added to the site as part of the project. Specifically, the project would include approximately 400 SF of vertical landscaping within a hanging planter system (on the outside of the billboard's mechanical room) and 150 SF of landscaping within new planters at the street level and second floor canopy of Sunset Towers. Estimated water consumption associated with the new landscaping would be approximately 65 gallons of water per day (Appendix B), which is less than an average household's daily water use (U.S. EPA 2021). The water purveyor that serves the project site (Los Angeles Department of Water and Power) obtains portions of its water supply from local groundwater. However, due to the limited to negligible water demands associated with the proposed project, the project would not increase water demands such that groundwater supplies would be affected. Furthermore, the new landscaping would be drought resistant and would be watered through an in-bed drip irrigation system, which would reduce the potential for overwatering and would promote efficient water use. As such, the proposed project would not increase water demand such that groundwater supplies would be adversely affected. Furthermore, groundwater recharge rates would not be affected by the proposed project, since the amount of impermeable surfaces at the project site would not change as a result of the project. As such, no impacts to groundwater supply or recharge activities would occur.

c) Would the project substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces, in a manner which would:

i) result in substantial erosion or siltation on or off site;

Less Than Significant Impact. The project site does not contain any streams or rivers having the potential to be altered by the proposed project nor would it substantially change the amount of impermeable surfaces at the project site. The site is already highly developed and paved and the new project components would not change this. As discussed under Section 3.9(a), all construction activities would be required to comply with the City's water quality best management practices. No ground disturbance would occur during operation of the proposed project. As such, the proposed project would not have the potential to result in substantial erosion or siltation on or off site. Impacts related to erosion and siltation resulting from the proposed project would be less than significant.

ii) substantially increase the rate or amount of surface runoff in a manner which would result in flooding on or off site;

No Impact. As previously discussed, the proposed project site does not contain any streams or rivers and the project would not substantially alter the amount of impervious surfaces at the project site. Therefore, the proposed project would not increase the rate or amount of surface runoff that would result in flooding. Further, the proposed project would involve minimal ground-disturbing activities and would not have the potential to substantially alter the existing drainage pattern of the project site, as explained in Section 3.9(a). Any changes in drainage patterns would be temporary, localized, and would not have the potential to lead to flooding. For these reasons, no impact would result from the proposed project.

iii) create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff; or

Less Than Significant Impact. As explained in Section 3.9(b), the proposed project would not require a significant amount of additional water use at the site, nor would it increase the amount of impervious surfaces in the project area such that the rate and/or amount of stormwater runoff is increased. New planters would include drought-tolerant landscaping with an in-bed watering system in order to preclude runoff. Additionally, the introduction of additional landscaping to the site would divert some stormwater from the storm drain system. As such, the proposed project would not adversely affect the capacity of stormwater drainage systems and could result in a minor reduction in runoff from the project site, due to the addition of new landscaping.

As explained in Section 3.9(a), construction of the proposed project could temporarily increase the sources of stormwater pollutants at the project site. Potential pollutants would include construction-related chemicals such as petroleum products used for construction equipment and sediments resulting from temporary ground disturbance. However, the duration of construction and the amount of equipment and materials that would be required are limited. Additionally, compliance with City municipal code requirements for construction projects would minimize the potential for stormwater contamination. During operation, the drainage patterns of the site would not substantially change relative to existing conditions. Upon compliance with City requirements, impacts would be less than significant.

iv) impede or redirect flood flows?

No Impact. The project site is mapped within the Federal Emergency Management Agency (FEMA) Flood Zone X, which includes areas determined to be outside the 0.2% annual chance floodplain (Los Angeles County Department of Public Works 2021). Any changes in drainage patterns from the proposed project would be temporary, localized, and would not have the potential to lead to flooding. As such, no impact would occur.

d) In flood hazard, tsunami, or seiche zones, would the project risk release of pollutants due to project inundation?

No Impact. The distance and geographic boundaries between the project area and the nearest bodies of water eliminate the risk of a seiche or tsunami affecting the site. The project site is also outside of the 0.2%

annual chance floodplain and therefore does not have a high risk for flood hazards (Los Angeles County Department of Public Works 2021). Therefore, the proposed project would not risk release of pollutants due to project inundation. No impact would occur.

e) Would the project conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan?

No Impact. The Los Angeles Regional Water Quality Control Board (RWQCB) has adopted the Basin Plan for the Coastal Watersheds of Los Angeles and Ventura Counties (Basin Plan) for its region of responsibility, which includes the City of West Hollywood (Los Angeles RWQCB 2014). The Basin Plan contains water quality regulations and implementation programs for the region. As previously discussed, the proposed project is not anticipated to cause substantial runoff or increase of pollutants that would impact water quality or groundwater management. The proposed project would be in compliance with the City's requirements for implementation of stormwater best management practices during construction. Thus, there would be no impact related to conflict or obstruction of the Basin Plan.

References

Los Angeles Department of Public Works. 2021. Flood Zone Determination Website. Accessed August 10, 2021. https://apps.gis.lacounty.gov/dpw/m/?viewer=floodzone.

Los Angeles RWQCB (Regional Water Quality Control Board). 2014. *Basin Plan for the Coastal Watersheds of Los Angeles and Ventura Counties.* Accessed August 10, 2021. https://www.waterboards.ca.gov/losangeles/water_issues/programs/basin_plan/basin_plan_documentation.html.

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3.11 Land Use and Planning

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XI. LAND USE AND PLANNING – Would the project:				
a) Physically divide an established community?	☐	☐	☐	☒
b) Cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?	☐	☐	☐	☒

a) Would the project physically divide an established community?

No Impact. The project site is located along an existing commercial urban corridor. Upon project implementation, the site would include a new billboard structure and mechanical room, façade improvements to the existing Sunset Towers building, new landscaping features, and new architectural lighting. These new features on the existing Sunset Towers building would be consistent with the existing and planned land uses within the Sunset Specific Plan area. The proposed project would not involve features such as a highway, aboveground infrastructure, or an easement through an established neighborhood, which would have the potential to physically divide an established community. For these reasons, the proposed project would not physically divide an established community, and no impact would result.

b) Would the project cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?

No Impact. Land use plans and policies applicable to the project site are set forth in the City's General Plan, the Sunset Specific Plan and Sunset Boulevard Off-site Signage Policy, and the City's Zoning Ordinance. The proposed project is analyzed below for its consistency with applicable General Plan goals and policies, Sunset Specific Plan goals and policies, and the Zoning Ordinance.

General Plan Consistency

The Land Use and Urban Form Element of the General Plan sets forth the following goal for Sunset Boulevard: "Maintain Sunset Boulevard as a regional, national, and international destination for entertainment, and the primary economic engine of the City." The intent of this goal, as stated in the General Plan, is to "enhance Sunset Boulevard as the highest intensity area of West Hollywood, a popular and iconic international destination for entertainment, and the primary economic engine of the City…" (City of West Hollywood 2011). The proposed project would further this intent because it involves a unique, innovative billboard that would contribute to the vibrancy and creative design of the Sunset Strip, thereby helping to maintain the Sunset Strip as an internationally renowned location for entertainment and nightlife. The Land Use and Urban Form Element also sets forth the following goal specific to signage in the City: "Maximize the iconic urban design value and visual creativity of signage in West Hollywood" (City of West Hollywood 2011). The proposed project would implement a sign within the project area that would contribute to visual creativity along the Sunset Strip and that would help to establish the Sunset Strip as an iconic location for creative design and signage. For these reasons, the proposed project supports and is consistent with the City's goals for Sunset Boulevard and for signage and would not impede the City's ability to meet its General Plan goals for the Sunset Strip as a unique international destination for entertainment and art.

Zoning Ordinance Consistency

The Sunset Boulevard Off-Site Signage Policy revised the section of the Zoning Ordinance that previously regulated off-site signage on the Sunset Strip and moved applicable Zoning Ordinance language to the Sunset Boulevard Off-Site Signage Policy (which is considered part of the Sunset Specific Plan). As stated in Section 19.34.080 of the Zoning Ordinance, all off-site signs on Sunset Boulevard are governed by the Sunset Specific Plan. As such, compliance with the Sunset Boulevard Off-Site Signage Policy would effectuate compliance with the Zoning Ordinance. Consistency with the Sunset Specific Plan and Sunset Boulevard Off-Site Signage Policy is discussed in the subsection below.

Sunset Specific Plan/Sunset Boulevard Off-Site Signage Policy Consistency

The Sunset Boulevard Off-Site Signage Policy replaces Part Two: Section 1, Subsection 8 of the 1996 Sunset Boulevard Specific Plan with updated regulations and design standards for off-site signage along the Sunset Strip. The policy establishes an overall vision for the role of advertising signage on the Sunset Strip. Key elements of this vision include:

- Off-site signage that enhances the historic synergy of entertainment, advertising, arts, and music with cutting edge technology;
- Design that thoughtfully integrates billboards and architecture to provide an immersive urban experience;
- Modifications to existing signage;
- New signage of improved quality;
- High design standards that protect and enhance value;
- Public arts programming that integrates with signage;
- Billboards that contribute positively to the excitement of Sunset Strip while avoiding negative impacts to nearby residential neighborhoods.

The proposed project is consistent with this overall vision for signage along the Sunset Strip. As previously discussed, the proposed project is one of 21 off-site signage applications already evaluated by the Design Excellence Review Committee and allowed to proceed through the entitlement process based on exemplification of design standards and consistency with the overall vision for the Sunset Strip as set forth in the policy. The project would also comply with specific design requirements in the policy relative to lighting and safety that would limit its effects on nearby residences, consistent with the overall vision of billboards as "good neighbors."

The policy allows for a limited number of new billboards that are integrated into building design for new and remodeled buildings and for modifications to existing billboards, as well as new billboards through approval of alternative projects. The policy establishes requirements for new billboards and modified billboards relative to a number of topics, including size, height, luminance levels, renewable energy usage, lighting effects, and public art, among others. Per the Sunset Boulevard Off-site Signage Policy, the total sign area for digital billboards on a site must not exceed 1,000 SF, and the total combined sign area of new billboards on any site shall not exceed 1,500 SF. As such, the proposed project would exceed limitations for digital signage by 500 SF. Deviations from the provisions of the policy are allowable through the policy's "alternative projects" section, which provides the City with discretion to approve an alternative proposal. Specifically, Section 3.B of the Sunset Boulevard Off-Site Signage Policy states "All Off-Site Sign projects are subject to the applicable design and development requirements, guidelines and standards listed in this Chapter. However, the City retains discretion to approve an alternative proposal if the project is shown to further the vision, goals and polices stated by the Sunset Specific Plan and is consistent with the intent of the urban design vision, design and development requirements, guidelines, and standards that would otherwise apply to the project as demonstrated by making the required findings…" The required findings include a finding that the project meets the overall intent of the design principles established in the policy, represents an exceptional design that furthers the vision of both the Sunset Specific Plan and the Sunset Boulevard Off-Site Signage Policy, and will create or include an extraordinary benefit to the City, as outlined in the development agreement for the project. As described above, while the proposed project would include more digital sign area than what is allowed, the proposed project is also considered to further the

overall intent of the vision and goals for signage on the Sunset Strip that have been set forth by the City. As such, the proposed project is an alternative proposal that the City has the discretion to approve. Environmental impacts associated with the increased digital signage area are evaluated throughout this IS/ND. As demonstrated herein, the proposed project would not result in significant environmental impacts.

In summary, the proposed project is in line with the City's vision for the Sunset Strip, and there would be no impact related to conflict with any land use plan, policy, or regulation.

References

City of West Hollywood. 1996. *Sunset Specific Plan.* Adopted July 1996.

City of West Hollywood. 2011. *West Hollywood General Plan 2035.* Adopted September 6, 2011. Accessed August 10, 2021. https://www.weho.org/city-government/download-documents/-folder-155.

City of West Hollywood. 2019. *Sunset Boulevard Off-Site Signage Policy.* Part 2 Section 8 of the Sunset Specific Plan. Adopted March 18, 2019. Amended October 7, 2019.

3.12 Mineral Resources

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XII. MINERAL RESOURCES – Would the project:				
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	☐	☐	☐	☒
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan, or other land use plan?	☐	☐	☐	☒

a) Would the project result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?

No Impact. The California Geological Survey has mapped the City within Mineral Resource Zone 1 for aggregate resources. Mineral Resource Zone 1 is a designation given to areas where adequate information indicates that no significant mineral deposits are present, or where it is judged that little likelihood exists for their presence (California Geological Survey 2021). Because the project site is not mapped as or known to contain an important mineral resource, the proposed project would not have the potential to cause a loss in availability of a known mineral resource that would be of value to the region and the residents of the state. As such, no impact would occur.

b) Would the project result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan, or other land use plan?

No Impact. The project area is not delineated as a locally important mineral resource recovery site in the General Plan (City of West Hollywood 2011). Furthermore, the City has been mapped within an area where no significant mineral deposits are present or are likely to be present. Therefore, the proposed project would not result in the loss of availability of a locally important mineral resource recovery site. No impact would occur.

References

City of West Hollywood. 2011. *West Hollywood General Plan 2035.* Adopted September 6, 2011. Accessed August 10, 2021. https://www.weho.org/city-government/download-documents/-folder-155.

California Geological Survey. 2021. *CGS Information Warehouse: Mineral Land Classification*. Accessed August 10, 2021. https://maps.conservation.ca.gov/cgs/informationwarehouse/mlc/.

3.13 Noise

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XIII. NOISE – Would the project result in:				
a) Generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	☐	☐	☒	☐
b) Generation of excessive groundborne vibration or groundborne noise levels?	☐	☐	☒	☐
c) For a project located within the vicinity of a private airstrip or an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	☐	☐	☐	☒

Noise and Vibration Characteristics

Noise

Noise is defined as unwanted sound. Sound may be described in terms of level or amplitude (measured in decibels [dB]), frequency or pitch (measured in hertz or cycles per second), and duration (measured in seconds or minutes). The standard unit of measurement of the amplitude of sound is the decibel. Because the human ear is not equally

sensitive to sound at all frequencies, a special frequency-dependent rating scale is used to relate noise to human sensitivity. The dBA scale performs this compensation by discriminating against low and very high frequencies in a manner approximating the sensitivity of the human ear. Several descriptors of noise (noise metrics) exist to help predict average community reactions to the adverse effects of environmental noise, including traffic-generated noise, on a community. These descriptors include the equivalent noise level over a given period (L_{eq}), the statistical sound level, the day–night average noise level (L_{dn}), and the Community Noise Equivalent Level (CNEL). Each of these descriptors uses units of dBA. Table 3.13-1 provides examples of A-weighted noise levels from common sounds. In general, human sound perception is such that a change in sound level of 3 dB is barely noticeable, a change of 5 dB is clearly noticeable, and a change of 10 dB is perceived as doubling or halving the sound level.

Table 3.13-1. Typical Sound Levels in the Environment

Common Outdoor Activities	Noise Level (dBA)	Common Indoor Activities
—	110	Rock band
Jet flyover at 300 meters (1,000 feet)	100	—
Gas lawn mower at 1 meter (3 feet)	90	—
Diesel truck at 15 meters (50 feet), at 80 kilometers per hour (50 mph)	80	Food blender at 1 meter (3 feet) Garbage disposal at 1 meter (3 feet)
Noisy urban area, daytime gas lawn mower at 30 meters (100 feet)	70	Vacuum cleaner at 3 meters (10 feet)
Commercial area Heavy traffic at 90 meters (300 feet)	60	Normal speech at 1 meter (3 feet)
Quiet urban daytime	50	Large business office Dishwasher, next room
Quiet urban nighttime	40	Theater, large conference room (background)
Quiet suburban nighttime	30	Library
Quiet rural night time	20	Bedroom at night, concert hall (background)
—	10	Broadcast/recording studio
Lowest threshold of human hearing	0	Lowest threshold of human hearing

Source: Caltrans 2013
Note: dBA = A-weighted decibel.

L_{eq} is a sound energy level averaged over a specified period (typically no less than 15 minutes for environmental studies). L_{eq} is a single numerical value that represents the amount of variable sound energy received by a receptor during a time interval. For example, a 1-hour L_{eq} measurement would represent the average amount of energy contained in all the noise that occurred in that hour. L_{eq} is an effective noise descriptor because of its ability to assess the total time-varying effects of noise on sensitive receptors.

Unlike the L_{eq} metrics, L_{dn} and CNEL metrics always represent 24-hour periods, usually on an annualized basis. L_{dn} and CNEL also differ from L_{eq} because they apply a time-weighted factor designed to emphasize noise events that occur during the evening and nighttime hours (when speech and sleep disturbance is of more concern). "Time weighted" refers to the fact that L_{dn} and CNEL penalize noise that occurs during certain sensitive periods. In the case of CNEL, noise occurring during the daytime (7:00 a.m.–7:00 p.m.) receives no penalty. Noise during the evening (7:00 p.m.–10:00 p.m.) is penalized by adding 5 dB, while nighttime (10:00 p.m.–7:00 a.m.) noise is

penalized by adding 10 dB. L_{dn} differs from CNEL in that the daytime period is defined as 7:00 a.m.–10:00 p.m., thus eliminating the evening period. L_{dn} and CNEL are the predominant criteria used to measure roadway noise affecting residential receptors. These two metrics generally differ from one another by no more than 0.5 dB to 1 dB and, as such, are often treated as equivalent to one another.

Vibration

Vibration is an oscillatory motion through a solid medium in which the motion's amplitude can be described in terms of displacement, velocity, or acceleration. Vibration can cause buildings to shake and rumbling sounds to be heard. In contrast to noise, vibration is not a common environmental problem. It is unusual for vibration from sources such as buses and trucks to be perceptible, even in locations close to major roads. Some common sources of vibration are trains, buses on rough roads, and construction activities, such as blasting, pile driving, and heavy earthmoving equipment.

Several different methods are used to quantify vibration. Peak particle velocity (PPV) is defined as the maximum instantaneous peak of the vibration signal. PPV is most frequently used to describe vibration impacts to buildings and is usually measured in inches per second. The root mean square amplitude is most frequently used to describe the effect of vibration on the human body and is defined as the average of the squared amplitude of the signal. Decibel notation is commonly used to measure root mean square. The decibel notation acts to compress the range of numbers required to describe vibration.

High levels of vibration may cause physical injury or damage to buildings. However, vibration levels rarely affect human health. Instead, most people consider vibration to be an annoyance that can affect concentration or disturb sleep. In addition, high levels of vibration can damage fragile buildings or interfere with equipment that is highly sensitive to vibration (e.g., electron microscopes). Most perceptible indoor vibration is caused by sources within buildings, such as operation of mechanical equipment, movement of people, or slamming of doors. Typical outdoor sources of perceptible vibration are construction equipment, steel-wheeled trains, and traffic on rough roads. If the roadway is smooth, the vibration from traffic is rarely perceptible.

Sensitive Receptors

Noise- and vibration-sensitive land uses are locations where people reside or where the presence of unwanted sound could adversely affect the use of the land. Residences, schools, hospitals, guest lodging, libraries, and some passive recreation areas would be considered noise and vibration sensitive.

Sensitive receptors in the vicinity of the proposed project site include high density residential uses located north of the project site, across Sunset Boulevard. Although the buildings fronting Sunset Boulevard across the street from the project site consist primarily of commercial uses, residential uses are located immediately to the north. The residential buildings are generally 2 to 3 stories in height and are also at a higher elevation; as such, these sensitive receptors represent the nearest sensitive land uses with the potential to be impacted by construction of the proposed project. Residential uses also exist immediately to the south of the project site, north of Holloway Drive; however, because the project would be located entirely on the north side of the 8-story Sunset Towers Building, the residential uses to the south would be shielded from project-related noise by the building. As such, the nearest sensitive receptors for the purposes of the noise analysis are considered to be the residences to the north of Sunset Boulevard, the nearest of which is approximately 250 feet north of the project site. However, the shielding effects of the Sunset Towers building would not be applicable for construction vibration effects. As such, the nearest sensitive receptors for the purposes of the vibration analysis are considered to be the residences to the south of

the project site, the closest of which is approximately 140 feet south (as measured approximately from the proposed project's area of construction to the property line of the nearest residence to the south).

Existing Noise Conditions

The City of West Hollywood is located in an urbanized and developed environment which is subject to numerous noise sources. The primary noise source in the City is currently vehicular traffic along major arterials including Sunset Boulevard. In addition, typical urban noise sources (e.g., hospitality businesses, entertainment venues, community events, construction activities, landscape equipment, and emergency vehicle sirens) also contribute to the overall noise environment.

According to the City of West Hollywood General Plan Noise Element, the potentially affected residences near the proposed project are within the 65 dB traffic noise level contour generated by commuters traveling on major arterial roadways including Sunset Boulevard.

State Noise Regulations

Government Code Section 65302(g)

California Government Code Section 65302(g) requires the preparation of a Noise Element in a general plan, which shall identify and appraise the noise problems in the community. The Noise Element shall recognize the guidelines adopted by the Office of Noise Control in the State Department of Health Services and shall quantify, to the extent practicable, current and projected noise levels for major noise sources such as highways and freeways, primary arterials and major local streets, rail lines, airports and industrial plants.

California General Plan Guidelines

The California General Plan Guidelines, published by the Governor's Office of Planning and Research (OPR), provides guidance for the acceptability of specific land use types within areas of specific noise exposure. OPR guidelines are advisory in nature. Local jurisdictions, including the City, have the responsibility to set specific noise standards based on local conditions.

Local Noise Regulations

West Hollywood Municipal Code

The City of West Hollywood's Noise Control Ordinance prohibits construction from occurring between the hours of 7:00 p.m. and 8:00 a.m. on weekdays or at any time on Saturday (except, between the hours of 8:00 a.m. and 7:00 p.m., interior construction is permissible); or at any time on Sunday or on a holiday (Municipal Code Section 9.08.050). Construction activities that occur Monday through Saturday between the hours of 8:00 a.m. and 7:00 p.m. are allowed.

City of West Hollywood General Plan 2035

Based on the City of West Hollywood General Plan Environmental Impact Report, a construction-related temporary increase in ambient noise levels of 10 dBA L_{eq} or greater would be considered a significant noise impact (City of

West Hollywood 2010). This threshold is used in the impacts analysis below to determine whether the proposed project would result in a potentially significant construction noise impact.

Vibration Standards

Numerous public and private organizations and governing bodies have provided guidelines to assist in the analysis of groundborne noise and vibration. To date, the City has not adopted a threshold for groundborne vibration impacts. However, the California Department of Transportation (Caltrans) has adopted vibration standards to evaluate potential impacts related to construction activities. Information from Caltrans indicates that continuous vibrations with a PPV of approximately 0.1 inches/second begin to cause annoyance to humans. The threshold at which vibration becomes "unpleasant" for humans is from 0.4–0.6 inches/second PPV (Caltrans 2020). For buildings of standard construction, Caltrans similarly identifies a threshold of 0.4–0.6 inches/second PPV as the lower limit where building damage is possible. For the purposes of this analysis, 0.4 inches/second PPV is used as the significance threshold for both building damage and annoyance.

a) Would the project result in generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?

Short-Term On-Site Construction Noise

Less Than Significant Impact. Noise generated by project construction equipment would include a combination of heavy equipment including cranes, front end loaders, concrete mixers, and man lifts that, when combined, can reach relatively high noise levels. The number and mix of construction equipment would vary during the project's construction phases.

With the noise sources identified above (and using the same specific construction equipment assumptions as used for the air quality analysis (Section 3.3), a noise analysis was performed using a model developed by the Federal Highway Administration called the Roadway Construction Noise Model (RCNM) (FHWA 2008). Input variables for the RCNM consist of the receiver/land use types, the equipment type (i.e., backhoe, crane, truck, etc.), the number of equipment pieces, the duty cycle for each piece of equipment (i.e., percentage of each time period the equipment typically is in operation), and the distance between the construction noise source and the sensitive receiver. The RCNM has default duty-cycle values for the various pieces of equipment, which were derived from an extensive study of typical construction activity patterns. Those default duty-cycle values were used for this noise analysis.

Table 3.13-2 provides a summary of the construction noise levels by each phase at the nearest noise-sensitive receptor. The input and output data are provided in Appendix D. As described above, the nearest sensitive receptors for the purposes of the noise analysis are considered to be the residences to the north of the proposed project, the nearest of which is approximately 250 feet north of the project site. Construction noise levels at other sensitive receivers (including the residences to the south of the project site) would be lower relative to the values shown for the residences to the north.

Table 3.13-2. Construction Noise Model Results Summary

Construction Phase	Construction Noise at Representative Receiver Distances (L_{eq} [dBA])
	Residence North of Project (Approx. 250 Feet Away)
Foundation Excavation	65
Set Pole/Concrete Pour	66
Billboard Construction	60
Building and Landscaping Improvements - Building	64
Building and Landscaping Improvements - Landscaping	54

Source: Appendix D
Notes: L_{eq} = equivalent noise level; dBA = A-weighted decibel.

According to the City of West Hollywood General Plan Noise Element, the potentially affected residences are within the 65 dB traffic noise contour. Therefore, the applicable noise threshold at these residences would be 10 dB above ambient (i.e., 75 dB). As shown in Table 3.13-2, construction noise levels at the residences to north are estimated to range from approximately 54 dBA L_{eq} to approximately 66 dBA L_{eq} throughout construction. As such, construction noise levels would fall below the applicable construction noise threshold. The estimated noise levels at other sensitive receptors would be lower, as they are located further away and/or would be shielded by construction noise from intervening buildings.

As discussed previously, West Hollywood Municipal Code Section 9.08.050 limits daily construction noise that would create a noise disturbance between the hours of 8:00 a.m. and 7:00 p.m. The proposed project would not conduct construction activities outside of these limits and would thus be in compliance with applicable noise regulations.

Therefore, noise levels from construction activities at the nearest sensitive receptor would be less than significant.

Short-Term Off-Site Construction Traffic Noise

Less Than Significant Impact. The project would result in local, short-term increases in roadway noise as a result of construction traffic. Based on information developed as part of the project's air quality analysis, project-related traffic would include workers commuting to and from the project site as well as vendor and haul trucks bringing or removing materials. The highest number of average daily vehicle trips would be 46 one-way vehicle trips per day (including truck trips and worker vehicle trips).

Based upon a review of the existing daily segment traffic volumes near the project site (West Hollywood General Plan Mobility Element), Sunset Boulevard carries approximately 51,462 vehicles per day (west of La Cienega Boulevard) (City of West Hollywood 2011). Comparing the maximum number of daily construction-related trips (i.e., 46 trips) to the traffic volumes listed in the City's Mobility Element (i.e., 51,462 vehicles), the additional vehicle trips would amount to a temporary increase of approximately 0.09% in traffic. Based upon the fundamentals of acoustics, a doubling of traffic (i.e., a 100% increase) would be needed to result in a 3 decibel increase in noise levels, which is the level corresponding to an audible change to the typical human listener. Individual truck pass-bys would be clearly audible; nonetheless, the change in traffic noise levels on the hourly average basis would be negligible. An

incremental increase of less than one percent of traffic volumes would not correspond to an audible or measurable increase, and thus would be less than significant. Therefore, traffic related to construction activities would not result in a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project. Impacts from project-related construction traffic noise would be less than significant.

Project Operational Noise

Less Than Significant Impact. The proposed project would consist of a digital billboard with electrical components, as well as landscaping and building façade improvements. Pumps, motors, or other noisy equipment would not be used during standard operations of the billboard or of the other project components. Audio components would not be allowed in association with the billboard, except during special events, per the Sunset Boulevard Off-Site Signage Policy. Periodic maintenance would be required; however, the total number of maintenance trips generated (i.e., approximately 4 one-way trips per month) would not be significant and would have a negligible effect on roadway traffic noise. Therefore, project operational noise would be less than significant.

b) Would the project result in generation of excessive groundborne vibration or groundborne noise levels?

Less Than Significant Impact. The main concern associated with groundborne vibration is annoyance; however, in extreme cases, vibration can cause damage to buildings, particularly those that are old or otherwise fragile. Some common sources of groundborne vibration are construction activities such as blasting, pile-driving, and heavy earth-moving equipment. The primary source of groundborne vibration occurring as part of the proposed project is construction activity.

The heavier pieces of construction equipment associated with this project, such as a drill rig, would register up to approximately 0.089 inches per second PPV at a distance of 25 feet (FTA 2018). As previously stated, for the purposes of this analysis, 0.4 inches/second PPV is used as the significance threshold for both building damage and annoyance (Caltrans 2020).

Groundborne vibration is typically attenuated over relatively short distances. At the nearest vibration-sensitive use to the nearest construction area (approximately 140 feet to the south of the project site) and with the anticipated construction equipment, the vibration level would be approximately 0.0067 inches per second PPV, which is less than the threshold of 0.4 inches per second. As such, there would not be significant groundborne vibration impacts associated with annoyance.

Construction vibration as a result of the proposed project also would not result in structural building damage, which typically occurs at vibration levels of 0.4 inches per second PPV or greater for standard buildings (FTA 2018). The buildings immediately adjacent to the project's construction area (8720 Sunset Boulevard and 8746 Sunset Boulevard) do not appear to be of masonry construction (which may necessitate a more stringent threshold). The heavier pieces of project-related construction equipment (e.g., the drill rig) are anticipated to operate at least 25 feet from the adjacent buildings. (This is because the more intensive pieces of equipment are expected to be used for construction of the billboard structure, which would not be situated directly adjacent to the neighboring buildings; see Appendix A.) As such, vibration experienced by adjacent buildings is expected to be approximately 0.089 inches per second PPV or less, which would fall below the applicable threshold for structural building damage. As such, impacts related to groundborne vibration would be less than significant.

c) For a project located within the vicinity of a private airstrip or an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?

No Impact. The project area is not located within 2 miles of any public airport, nor is it located within the boundaries of any airport land use plans. There are no private airstrips in the vicinity of the project site. Therefore, the proposed project would not expose or result in excessive airport-related noise for people residing or working in the project area, and no impact would occur.

References

Caltrans (California Department of Transportation). 2013. Technical Noise Supplement to the Caltrans Traffic Noise Analysis Protocol. Division of Environmental Analysis, Environmental Engineering, Hazardous Waste, Air, Noise, Paleontology Office. September 2013.

Caltrans. 2020. Transportation and Construction Vibration Guidance Manual. Division of Environmental Analysis, Environmental Engineering, Hazardous Waste, Air, Noise, Paleontology Office. April 2020.

City of West Hollywood. 2010. *Public Review Final Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan*. October 2010. http://www.weho.org/city-hall/download-documents/-folder-626.

City of West Hollywood. 2011. *West Hollywood General Plan 2035, Chapter 6 Mobility; Chapter 10 Safety & Noise.*

City of West Hollywood. 2021. *West Hollywood Municipal Code, Title 9, Chapter 9.08 Noise.*

FHWA (Federal Highway Administration). 2008. Roadway Construction Noise Model (RCNM), Software Version 1.1. U.S. Department of Transportation, Research and Innovative Technology Administration, John A. Volpe National Transportation Systems Center, Environmental Measurement and Modeling Division. December 8, 2008.

FTA (Federal Transit Administration). 2018. Transit Noise and Vibration Impact Assessment Manual. September 2018.

3.14 Population and Housing

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XIV. POPULATION AND HOUSING – Would the project:				
a) Induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	☐	☐	☐	☒

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
b) Displace substantial numbers of existing people or housing, necessitating the construction of replacement housing elsewhere?	☐	☐	☐	☒

a) Would the project induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?

No Impact. The proposed project would not include construction or operation of any new residential or commercial land uses and, therefore, would not result in a direct population increase from construction of new homes or businesses. No extension of roads or other infrastructure that could potentially induce population growth would be required. During the minor construction activities that would be required for the proposed project, several construction personnel would be required during the construction period. Several workers would also be required for the routine maintenance activities associated with the proposed project, which consist primarily of monthly maintenance of the billboard structure and maintaining the landscaping areas. Due to the minimal number of workers required for these activities and the routine, brief nature of the construction processes and maintenance activities, the need for workers is expected to be accommodated within the existing and future labor market in the City and the surrounding Los Angeles metropolitan area. As such, the proposed project would not generate employment growth to the extent that population growth would result in the City or the region. Therefore, indirect population growth would not occur, and no impacts involving population growth would result from the proposed project.

b) Would the project displace substantial numbers of existing people or housing, necessitating the construction of replacement housing elsewhere?

No Impact. The project site does not contain housing and would not result in the removal of housing or the displacement of people. As such, the proposed project would not displace any people or housing and no impact would occur.

References

None.

3.15 Public Services

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XV. PUBLIC SERVICES				
a) Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for any of the public services:				
Fire protection?	☐	☐	☐	☒
Police protection?	☐	☐	☐	☒
Schools?	☐	☐	☐	☒
Parks?	☐	☐	☐	☒
Other public facilities?	☐	☐	☐	☒

a) Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for any of the public services:

Fire protection?

No Impact. Fire services in the City are provided by the Los Angeles County Fire Department. Two Los Angeles County Fire Department stations are located within the City: Fire Station 7, located approximately 0.4 mile southwest of the project site at 864 North San Vicente Boulevard and Fire Station 8, located approximately 1.5 mile east of the project area at 7643 Santa Monica Boulevard (City of West Hollywood 2011).

The proposed project would not change the use of any existing buildings resulting in additional occupants and would not result in new buildings requiring fire protection services. Furthermore, the proposed project area is a highly urbanized corridor. The proposed project components would not cause an intensification of uses over existing conditions such that additional fire services would be required. The presence of digital screens and architectural lighting at the project site would entail the operation of LED bulbs. LED bulbs do not pose an increased risk of fire relative to other lighting sources when they are used for their intended purposes, and when operated and installed in accordance with standard procedures. The new paneling along the Sunset Towers building would also be made of fire-resistant material which would reduce the risk of fire hazards, resulting in a potential benefit relative to existing conditions. Therefore, the proposed project would not result in the need for construction or expansion of fire facilities, and no impact would occur as a result of the proposed project.

Police protection?

No Impact. The Los Angeles County Sheriff's Department contracts with the City to provide police protection. The City is served by the West Hollywood Sheriff's Station, located at 720 North San Vicente Boulevard, approximately 0.5 mile southwest of the project site. As described above under "Fire Protection," the proposed project would not result in population growth, additional building occupants, or additional buildings. The proposed project would not cause an intensification of uses over existing conditions such that additional police services would be required. As such, the proposed project would not create the need for new or expanded police protection facilities, and no impact would occur.

Schools?

No Impact. The City is served by the Los Angeles Unified School District. The need for new school facilities is typically associated with a population increase that generates an increase in enrollment large enough to require a new school. As described in Section 3.14 of this document, the proposed project would not generate population growth. Therefore, no new students would be generated by the project, and no increase in demand for local schools would result. As such, no impact to schools would occur as a result of the proposed project.

Parks?

No Impact. The proposed project does not include development of any residential or commercial uses and would not generate any new permanent residents or employees such that the demands for local and regional park facilities would increase. Therefore, the proposed project would result in no impact involving a need for new or expanded park facilities, and no impact would occur.

Other public facilities?

No Impact. The proposed project does not include development of residential or commercial uses and would not increase the demand for other public facilities, such as library services or City administrative services. Additionally, as described in Section 3.14 of this document the proposed project would not result in indirect population growth, which could increase demand for public facilities. No impact to other public facilities would occur.

References

City of West Hollywood. 2011. *West Hollywood General Plan 2035.* Adopted September 6, 2011. Accessed August 12, 2021. https://www.weho.org/city-government/download-documents/-folder-155.

3.16 Recreation

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XVI. RECREATION				
a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	☐	☐	☐	☒
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	☐	☐	☐	☒

a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?

No Impact. As described in Sections 3.14 and 3.15, the proposed project would not generate new permanent residents that would increase the use of existing parks and recreational facilities. Construction personnel working at the project site could potentially use parks throughout the City during the temporary construction period. However, due to the limited nature and duration of the construction activities, as well as the small number of personnel required, construction would not introduce new permanent workers to the City such that new park facilities would be required. Accordingly, no impact involving deterioration of park facilities would occur as a result of the proposed project.

b) Does the project include recreational facilities or require the construction or expansion of recreational facilities, which might have an adverse physical effect on the environment?

No Impact. The proposed project does not include development of any residential uses and would not generate new permanent residents that would increase the demand for recreational facilities. As such, no new or expanded recreational facilities would be included as part of the project or required as a result of the project. Therefore, no impact would occur as a result of the proposed project.

References

None.

3.17 Transportation

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XVII. TRANSPORTATION – Would the project:				
a) Conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities?	☐	☐	☒	☐
b) Conflict or be inconsistent with CEQA Guidelines section 15064.3, subdivision (b)?	☐	☐	☒	☐
c) Substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	☐	☐	☒	☐
d) Result in inadequate emergency access?	☐	☐	☒	☐

a) Would the project conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities?

Less Than Significant Impact. Construction of the proposed project would generate additional, albeit minimal, vehicle trips in the project vicinity during the temporary construction period, and may cause a temporary obstruction to the pedestrian walkway and to one eastbound traffic lane along Sunset Boulevard, in the area immediately fronting the project site. Based on the assumptions outlined in Section 3.3, construction activities would involve a maximum of 46 one-way vehicle trips per day (including truck trips and worker vehicle trips). Increases in traffic in the project area on the order of 46 one-way vehicle trips per day during the construction period would be considered minor and temporary and would not significantly impact the circulation system. The potential sidewalk and lane closures would be temporary, site-specific, and limited to a small portion of the sidewalk and roadway. As such, construction of the proposed project would not substantially conflict with any program, plan, ordinance, or policy addressing the circulation system.

Operation of the proposed project would only involve limited travel necessary for regular and as-needed maintenance of the billboard structure, mechanical room, architectural lighting features, and landscaping. It is anticipated that maintenance would be conducted on a monthly basis, resulting in a maximum of four additional one-way vehicle trips per month in the project area. Due to the limited frequency and magnitude of these activities, impacts to transit, roadway, bicycle, or pedestrian facilities would not occur. In the context of Sunset Boulevard and the Los Angeles metropolitan area, the addition of four one-way vehicle trips to the roadway network would be considered negligible and would not have the potential to alter the operations of the circulation system.

Overall, construction and operation of the proposed project may cause temporary and site-specific closures or obstructions and may be associated with minor, periodic increases in vehicle trips in the area. These activities would not have a substantial adverse impact on the circulation system, and impacts from the proposed project would be less than significant.

b) Would the project conflict or be inconsistent with CEQA Guidelines section 15064.3, subdivision (b)?

Less Than Significant Impact. The proposed project would not generate a significant amount of vehicle miles traveled (VMT). Construction activities would involve a maximum of 46 one-way vehicle trips per day (including truck trips and worker vehicle trips). Once construction is complete, the project would only generate vehicle trips associated with periodic and as-needed maintenance activities. It is anticipated that maintenance would be conducted on a monthly basis, resulting in four one-way vehicle trips per month.

VMT is used to measure the performance of the transportation network and to evaluate potential transportation-related impacts on the environment. VMT is often expressed on an efficiency basis (i.e., per unit, per thousand square feet, etc.) to understand whether people are traveling more or less by vehicle over time, across different areas, or across different planning scenarios. As such, construction and maintenance activities are not considered when determining VMT impacts as these trips do not represent permanent changes in the transportation network based on the proposed use. Vehicle trips resulting from the proposed project would be limited to construction and maintenance trips. As such, the proposed project would not increase or contribute to VMT in the project area. Impacts would be less than significant.

c) Would the project substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?

Less Than Significant Impact. During the construction period, periodic and brief sidewalk closures and closure of one eastbound traffic lane along Sunset Boulevard, in the area immediately fronting the project site, may be required. However, these closures would be temporary and site-specific in nature. Project operation would not include any hazardous geometric roadway design features or incompatible uses. While the project would be associated with new visual elements including a digital signage, these elements would be regulated and monitored so as not to result in driver distraction. The proposed project has been designed in compliance with the standards set forth in the Sunset Boulevard Off-Site Signage Policy, which limits brightness and requires smooth transitions between imagery to limit distractions to drivers and pedestrians. As substantiated in the Sunset Strip Off-Site Signage Policy IS/ND, compliance with the light and glare requirements from the policy effectuates a less than significant impact relative to roadway safety (City of West Hollywood 2019). As discussed therein, given the existing visual conditions along Sunset Boulevard, the proposed restrictions on the potentially distracting qualities of digital imagery, and the proposed lighting limitations, implementation of the Sunset Boulevard Off-Site Signage Policy is not anticipated to substantially increase roadway safety hazards in the project area. As explained in detail in the Sunset Strip Off-Site Signage Policy IS/ND, the lighting restrictions set forth in the policy regulations are more stringent than state requirements established to prevent light sources from affecting drivers' vision. Additional standards, above and beyond state regulations, are included in the policy to limit the aspects of digital imagery that may be particularly distracting to drivers (City of West Hollywood 2019). Upon required compliance with the policy, potential roadway safety hazards associated with the proposed project would be less than significant. As noted in Section 2.1, the proposed project would exceed limitations on digital signage area. However, the signs would be held to the light and glare limits imposed by the policy, and each sign would be directed

towards a different set of viewers (one facing east-bound drivers and the other facing west-bound drivers); as such, additive visual effects on individual drivers from the extra digital signage would not generally result. For these reasons and upon required compliance with the lighting limitations and digital imagery requirements from the Sunset Boulevard Off-Site Signage Policy, impacts from the proposed project would be less than significant.

d) Would the project result in inadequate emergency access?

Less Than Significant Impact. Inadequate emergency access may occur if emergency access is obstructed by the project or if new driveways, roadways, or fire truck turnaround areas are insufficient to accommodate the necessary emergency equipment. Construction activities associated with the proposed project may involve temporary, localized sidewalk closures and closure of one eastbound traffic lane along Sunset Boulevard, in the area immediately fronting the project site, Such closures could potentially preclude emergency personnel from accessing areas immediately adjacent to the closure. However, sidewalk and lane closures would be temporary and localized. During a closure, any necessary emergency access and detour signage would be provided. Once the construction activities are complete, full sidewalk and lane access would be re-established. For these reasons, impacts resulting from the proposed project would be less than significant.

References

City of West Hollywood. 2019. 2019 CEQA Memo & Final Initial Study/Negative Declaration – Sunset Strip Off-Site Signage Policy. February 2019. https://www.weho.org/city-government/city-departments/planning-and-development-services/billboards-on-the-sunset-strip.

3.18 Tribal Cultural Resources

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XVIII. TRIBAL CULTURAL RESOURCES				
Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:				
a) Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k), or	☐	☐	☒	☐
b) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe?	☐	☐	☒	☐

a) Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:

i) Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k)?

Less Than Significant Impact. As previously discussed in Section 3.5, records searches at the SCCIC and a Sacred Lands File search of the project area have been conducted. These searches did not reveal the presence of any previously recorded tribal cultural resources (TCRs) listed in the California Register of Historical Resources or on a local register within the project site. Further, no specific TCRs have been identified by California Native American tribes as part of the City's Assembly Bill (AB) 52 notification and consultation process. Therefore, the proposed project would not adversely affect TCRs that are listed or eligible for listing in the state or local register. Impacts are considered less than significant.

ii) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe?

Less Than Significant Impact. There are no resources in the project area that have been determined by the lead agency to be significant pursuant to the criteria set forth in Public Resources Code Section 5024.1. Further, no specific TCRs were identified in the project area by the NAHC, by California Native American tribes, or by the City as part of the AB 52 notification and consultation process.

On August 2, 2021, notification of the proposed project was sent via certified mail to California Native American tribal representatives that are traditionally or culturally affiliated with the geographic area. Two tribes (Gabrielino Tongva Indians of California and Gabrieleno Band of Mission Indians - Kizh Nation) requested formal consultation via email on August 23, 2021, and August 26, 2021, respectively. The City's communication and coordination with these two tribes is described below.

A consultation meeting was held with the Gabrieleno Band of Mission Indians - Kizh Nation through a conference call on October 5, 2021. The Gabrieleno Band of Mission Indians - Kizh Nation expressed concerns regarding the potential for inadvertent finds of TCRs during excavation activities for the project. However, no specific TCRs were identified on the project site. The Gabrieleno Band of Mission Indians - Kizh Nation expressed that they would be satisfied with a provision for the protection of inadvertent discoveries. As described in Section 3.5, the City would require the following condition of approval for the project, which would protect resources, in the unlikely event of an unanticipated discovery during construction ground disturbance:

> If archaeological cultural resources (sites, features, or artifacts) are exposed during construction activities, all construction work occurring within 100 feet of the find shall immediately stop until a qualified archaeologist, meeting the Secretary of the Interior's Professional Qualification Standards, can evaluate the significance of the find and determine whether additional study is warranted. Depending upon the significance of the find under CEQA (14 CCR 15064.5(f); PRC Section 21082), the archaeologist may simply record the find and allow work to continue. If the discovery proves significant under CEQA, additional work, such as preparation of an archaeological treatment plan, additional testing, or data recovery may be warranted. Construction in the vicinity of the find(s) shall not resume until deemed appropriate by the archeologist. Additionally, if the encountered cultural resources are Native American in nature, the tribes who have requested consultation for the project will be contacted and consulted with regarding appropriate treatment. If human remains are encountered, all procedures and protocols will be followed in accordance with state and local regulations with regard to the accidental discovery of human remains, including California Health and Safety Code Section 7050.5, California Public Resources Code Section 5097.98, and CEQA Guidelines Section 15064.5(e).

Subsequent to the consultation meeting, the City provided the Gabrieleno Band of Mission Indians - Kizh Nation with a letter describing the extent of excavation that would be required for the project, as well as the above condition of approval that would be applied to protect TCRs, in the event that any such resources were to be uncovered during excavation. This letter was sent to the Gabrieleno Band of Mission Indians - Kizh Nation following the consultation meeting on October 5, 2021. The letter was provided via email and certified mail on October 5, 2021. The Gabrieleno Band of Mission Indians - Kizh Nation provided further information on October 8, 2021, via email. Consultation is thus considered to be on going.

The City contacted the Gabrielino Tongva Indians of California to inquire about setting up a consultation meeting via email on September 8, 2021. The City stated that if no response was received by September 15, 2021, the City would assume that the Gabrielino Tongva Indians of California did not have further concerns regarding the project and would consider the consultation process formally closed. The Gabrielino Tongva Indians of California responded to the City via email on September 16, 2021, stating that the tribe has no concerns regarding the project.

As described above, no specific TCRs have been identified by California Native American tribes as part of the City's AB 52 notification and consultation process. While some concerns were expressed regarding the potential for inadvertent finds of previously undiscovered TCRs during excavation activities, a condition of approval would be applied to the project that includes provisions for the protection of archaeological resources and/or TCRs, in the unlikely event that such resources were to be uncovered during construction. Specifically, the condition of approval would require consulting tribes to be contacted in the event that materials are uncovered that are Native American in nature. Compliance with this condition of approval would ensure that TCRs are protected. Impacts would be less than significant.

3.19 Utilities and Service Systems

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XIX. UTILITIES AND SERVICE SYSTEMS – Would the project:				
a) Require or result in the relocation or construction of new or expanded water, wastewater treatment, or storm water drainage, electric power, natural gas, or telecommunications facilities, the construction or relocation of which could cause significant environmental effects?	☐	☐	☐	☒
b) Have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry, and multiple dry years?	☐	☐	☐	☒

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
c) Result in a determination by the wastewater treatment provider, which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	☐	☐	☐	☒
d) Generate solid waste in excess of State or local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals?	☐	☐	☐	☒
e) Comply with federal, state, and local management and reduction statutes and regulations related to solid waste?	☐	☐	☐	☒

a) Would the project require or result in the relocation or construction of new or expanded water, wastewater treatment, or storm water drainage, electric power, natural gas, or telecommunications facilities, the construction or relocation of which could cause significant environmental effects?

No Impact. The proposed project would not substantially increase the amount of water used within the project area, as no changes to existing land uses would occur. While landscaping would be installed in association with the project, the new landscaping would be drought tolerant and designed with an in-bed watering system to prevent overspray. No wastewater would be required for the proposed project. As described in Section 3.10, the proposed project would not increase the amount of surface runoff and stormwater generated within the project area. The project would also not require any natural gas services. The digital sign face may require telecommunication services. However, telecommunications services are already available in the project area and the project would utilize existing services at the site, if required. This would not increase demand for telecommunications such that new or expanded off-site facilities would be required. Any connections or upgrades that would be required would be limited to the project site boundaries and are consisted part of the project's construction scenario that is analyzed herein.

The proposed project would require electric power for the new components including the billboard and LED lighting. The project would connect to the existing electric power service available at the site. SCE provides electricity to the project site. Based on information provided by the project applicant, the proposed project is anticipated to require approximately 335,000 kWh of electricity pear year. Annual retail sales of electricity in SCE's service area was forecasted to be approximately 75 billion kWh in 2020 (CPUC 2018). The increase in electricity consumption that would be associated with the proposed project represents approximately 0.0004% of SCE's total forecasted electricity sales in 2020. The amount of electric power needed for project operation would be minimal compared to existing electricity consumption in the region and would not necessitate new or expanded electric power facilities. As such, there would be no impacts related to the need for new or expanded facilities.

b) Would the project have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry, and multiple dry years?

No Impact. The limited amount of water needed for the proposed drought-tolerant landscaping (less than an average household uses per day; see Section 3.10) would not substantially impact the availability of water supplies. Therefore, no impact to water supply would occur as a result of the proposed project.

c) Would the project result in a determination by the wastewater treatment provider, which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?

No Impact. The proposed project would not generate wastewater or require any wastewater treatment services. There would be no impact.

d) Would the project generate solid waste in excess of State or local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals?

No Impact. Construction activities associated with the proposed project would generate minor amounts of solid waste and debris. However, the project would not involve substantial amounts of demolition or dirt removal. The proposed project would incorporate source reduction techniques and recycling measures to divert waste away from area landfills in accordance with City and state requirements. The project would comply with City requirements to recycle 80% of all construction materials that need to be disposed. Any non-recyclable construction waste generated would be disposed of at a landfill approved to accept such materials.

Operation of the proposed project would not generate substantial amounts of solid waste. The LED bulbs would require periodic replacing; however, due to the long lifespan of LED bulbs, associated waste would be minimal and would only be produced periodically. As such, the amount of waste generated by the proposed project would not be in excess of any standards of the capacity of local infrastructure and there would be no impact.

e) Would the project comply with federal, state, and local management and reduction statutes and regulations related to solid waste?

No Impact. The proposed project would be required to comply with federal, state, and local statutes and regulations related to solid waste. Construction waste would be recycled or disposed of in accordance with existing regulations, including the City's requirement to recycle 80% of all construction materials. During operation, spent LED bulbs would be transported to an appropriate waste facility in accordance with applicable regulations. Advertising copy may also be recycled or stored. Because all waste materials associated with the proposed project would be handled and disposed of in accordance with existing local, state, and federal regulations, no impact would occur.

References

CPUC (California Public Utilities Commission). 2018. 2018 California Renewables Portfolio Standard Annual Report. November 2018. Accessed August 24, 2021. https://www.cpuc.ca.gov/-/media/cpuc-website/divisions/news-and-outreach/reports/annual-reports/2018-annual-report.pdf.

3.20 Wildfire

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XX. WILDFIRE – If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project:				
a) Substantially impair an adopted emergency response plan or emergency evacuation plan?	☐	☐	☐	☒
b) Due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to, pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire?	☐	☐	☐	☒
c) Require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines, or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment?	☐	☐	☐	☒
d) Expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes?	☐	☐	☐	☒

a) Would the project substantially impair an adopted emergency response plan or emergency evacuation plan?

b) Due to slope, prevailing winds, and other factors, would the project exacerbate wildfire risks, and thereby expose project occupants to, pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire?

c) Would the project require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines, or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment?

d) Would the project expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes?

No Impact. As discussed in Section 3.9(g), the proposed project is not in a VHFHSZ and is not within a state responsibility area. The closest state responsibility area is approximately 12.5 miles to the west within Topanga State Park. The nearest VHFHSZ area is north of the project site at the base of the Hollywood Hills (CAL FIRE 2021). The project area is highly urbanized and is surrounded on all sides by development. Furthermore, the

proposed project would not change existing conditions such that additional people or structures would be exposed to significant risk of loss, injury, or death caused by a fire. Additionally, the new paneling to be installed on the Sunset Towers building would increase fire resistance compared to existing conditions. The proposed project would not conflict with the City's emergency plan or any disaster routes, as discussed in Section 3.9(f). As such, no impacts related to wildland fire are expected to occur.

References

CAL FIRE (California Department of Forestry and Fire Protection). 2021. FHSZ Viewer. Accessed August 10, 2021. https://egis.fire.ca.gov/FHSZ/.

3.21 Mandatory Findings of Significance

	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
XXI. MANDATORY FINDINGS OF SIGNIFICANCE				
a) Does the project have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	☐	☐	☒	☐
b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?	☐	☐	☒	☐
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	☐	☐	☒	☐

a) Does the project have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?

Less Than Significant Impact. As discussed in Section 3.4, the project area is located in a completely developed and urbanized area, and does not support sensitive vegetation, sensitive wildlife species, or sensitive habitat. Additionally, the project area does not function as a corridor for the movement of native or migratory wildlife. All activities associated with the proposed project would be conducted in the highly urbanized environment of the project area. However, the project area contains sparse vegetation that could have the potential to support nesting birds that are protected under the California Fish and Game Code and under the Migratory Bird Treaty Act. In the event that any such nesting birds are present during construction activities for the proposed project, construction-related activities could disturb and adversely affect the nesting bird(s). However, the project would be subject to the provisions of the Sunset Boulevard Off-Site Signage Policy, which includes requirements to prevent adverse effects to nesting birds during construction of signage projects on the Sunset Strip. Required compliance with the Sunset Boulevard Off-Site Signage Policy would ensure compliance with the Migratory Bird Treaty Act, thereby ensuring that significant, adverse impacts would not occur to nesting birds, in the unlikely event that any were to be present during construction. Impacts to biological resources would thus be less than significant.

As discussed in Section 3.5, the building on the project site is not considered a historical resource pursuant to CEQA. As such, the proposed project would not have an adverse, direct impact on historical resources. However, the project site is within proximity to several designated and eligible historic built environment resources. The project's indirect effects on these designated and eligible resources have been evaluated and were determined to be less than significant, as described in Section 3.5 and in Appendix C. Furthermore, as also discussed in Section 3.5, there are no known archaeological resources in the project area. Nevertheless, while unlikely, the minor ground-disturbing activities required for construction of the proposed project could potentially uncover previously unknown buried archaeological resources. However, a condition of approval would be required for the project ensuring that any inadvertent archaeological finds are protected to the extent required by law. As such, there are no known examples of California history or prehistory that would be adversely affected by the project, and in the unlikely event of an inadvertent archaeological find, such resources would not be adversely affected. For these reasons, the proposed project would not eliminate any important examples of major periods in California history or prehistory. Impacts would be less than significant.

b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?

Less Than Significant Impact. The Sunset Strip supports a robust and vibrant signage environment and is well known for its billboards and tall wall signs. As of 2019, the Sunset Strip was developed with 104 billboards. The immediately adjacent restaurant to the east of the project site supports an existing single-sided, pole-mounted, static billboard. Across the street from the project site, a double-sided, roof-mounted, static billboard is located at 8721 Sunset Boulevard. Also across the street from the project site, the

building at 8743 Sunset Boulevard supports a single-sided, roof-mounted billboard (which has recently been replaced with a digital billboard). As demonstrated by the number of existing billboards along the Sunset Strip and in the immediate project vicinity, the project area supports a vibrant signage environment. As described in Section 1.5, the proposed project is part of a larger City planning initiative to reinvigorate the signage environment along the Sunset Strip. As such, there are numerous other signage development projects that have been proposed or approved within the vicinity of the project. The cumulative impacts of implementing the City's signage policy for the Sunset Strip have already been analyzed as part of the Sunset Strip Off-Site Signage Policy IS/ND and were determined to be less than significant. The policy itself is designed to be self-mitigating, indicating that signage projects developed in compliance with the environmentally protective provisions of the policy would not be expected to have adverse environmental impacts, when considered individually or cumulatively. The proposed project and other nearby signage projects would be subject to the environmentally protective provisions of the Sunset Boulevard Off-Site Signage Policy and would not be expected to result in significant environmental impacts, such that a cumulatively considerable effect would occur. As such, impacts would be considered less than significant.

c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?

Less Than Significant Impact. As detailed throughout this IS/ND, the proposed project would not result in significant impacts in the environmental categories typically associated with indirect or direct effects to human beings, such as aesthetics, air quality, hazards and hazardous materials, noise, or public services. As such, impacts would be less than significant.

4 List of Preparers

The following individuals participated in the preparation of this IS/ND and its associated technical studies.

City of West Hollywood (Lead Agency)

City of West Hollywood
Community Development Department
8300 Santa Monica Boulevard
West Hollywood, California 90069

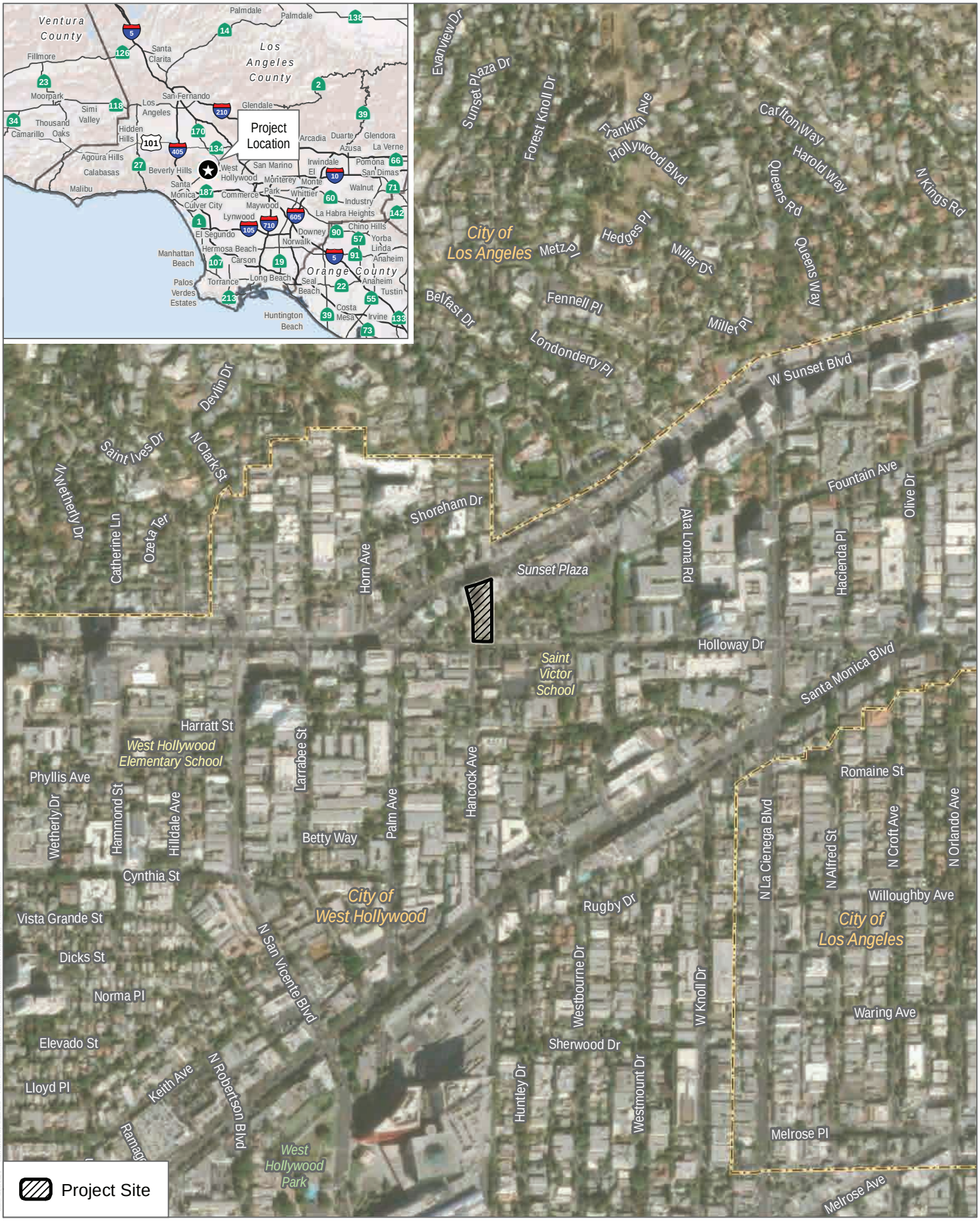
John Keho, AICP, Planning & Development Service Director
Jennifer Alkire, AICP, Current & Historic Preservation Planning Manager
Bryan Eck, Senior Planner, Long Range Planning
Jennifer Davis, Senior Contract Planner

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Erin Jones, MA, Architectural Historian
Michael Greene, INCE Bd. Cert., Senior Noise Specialist/Acoustician
David Ortega, QISP, INCE Bd. Cert., Environmental Technical Analyst
Christopher Starbird, GIS Specialist
Daniel Kil, Publications Specialist

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SOURCE: Esri and Digital Globe, Open Street Map 2019

DUDEK

0 400 800 Feet

FIGURE 1-1

Project Location

8730 West Sunset Boulevard, West Hollywood

INTENTIONALLY LEFT BLANK



SOURCE: Esri and Digital Globe, Open Street Map 2019

DUDEK

0 10 20 Feet

FIGURE 2-1

Proposed Project Features

8730 West Sunset Boulevard, West Hollywood

INTENTIONALLY LEFT BLANK



SOURCE: Foundation for Form, 2021

FIGURE 2-2

Project Rendering

8730 West Sunset Boulevard, West Hollywood

DUDEK

INTENTIONALLY LEFT BLANK

Appendix A

Site Plans



THE SUNSET WORL

THE SUNSET WORL
8730 Sunset Blvd West Hollywood, CA 90069

PRIMARY CONTACTS

09.17.2021

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worl

PROJECT TEAM:

OWNER

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SIGN CONTRACTOR

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SHEET INDEX:

P3 Project Narrative
P7 Billboard Design
P15 Building Improvements
P29 Landscape Design
P35 Viewshed Analysis
P41 Sightline Studies



PROJECT NARRATIVE

This project, The Sunset Worl at 8730 Sunset answers the City of West Hollywood's Design Excellence Sunset Arts and Advertising Program unprecedented call for innovative and groundbreaking development with its building facade upgrade and new signage that is equally exciting and mindful of adjacent land usage.

In addition to blessing the Sunset Strip with the Sunset Worl, an eye catching and truly unique structure, The Sunset Worl billboard digital faces serve as a component of an innovative design plan for the Sunset Towers at 8730 Sunset Boulevard. This project encompasses renovations to the Sunset Towers' northern facade that will modify more than half of the facade to a new matte aluminum with a solid fire-resistant core. A visually stunning display, The Sunset Worl will become iconic in status on its own merit – but when coupled with the renovations to the building facade, new landscaping and architectural lighting the project will become a true destination. The Sunset Worl Project at 8730 Sunset also includes an improved landscaped portico running the width of the building, vertical garden wall elements and new garden planters. The end result is a truly cohesive design that integrates seamlessly with the world-renowned character and energy of the iconic Sunset Strip.



WEST ON SUNSET BLVD



EAST ON SUNSET BLVD



NORTH ELEVATION

BILLBOARD DESIGN

The Billboard component of The Sunset Worl Project at 8730 Sunset Towers is featured within an exciting and engaging dual sided architectural structure comprised of digital east and west faces. The Sunset Worl draws its inspiration from a blooming flower – extending skyward from its green axle and unfurling dramatically like two broad leaves. Its illuminated panels contour to embrace street and pedestrian traffic alike. This near-vertical format and asymmetrical shape allows for unique content that defies the rigid rectangular format of a traditional billboard structures. The end result is a versatile and unforgettable canvas – capable of easily accommodating a wide range of advertising applications and messages.

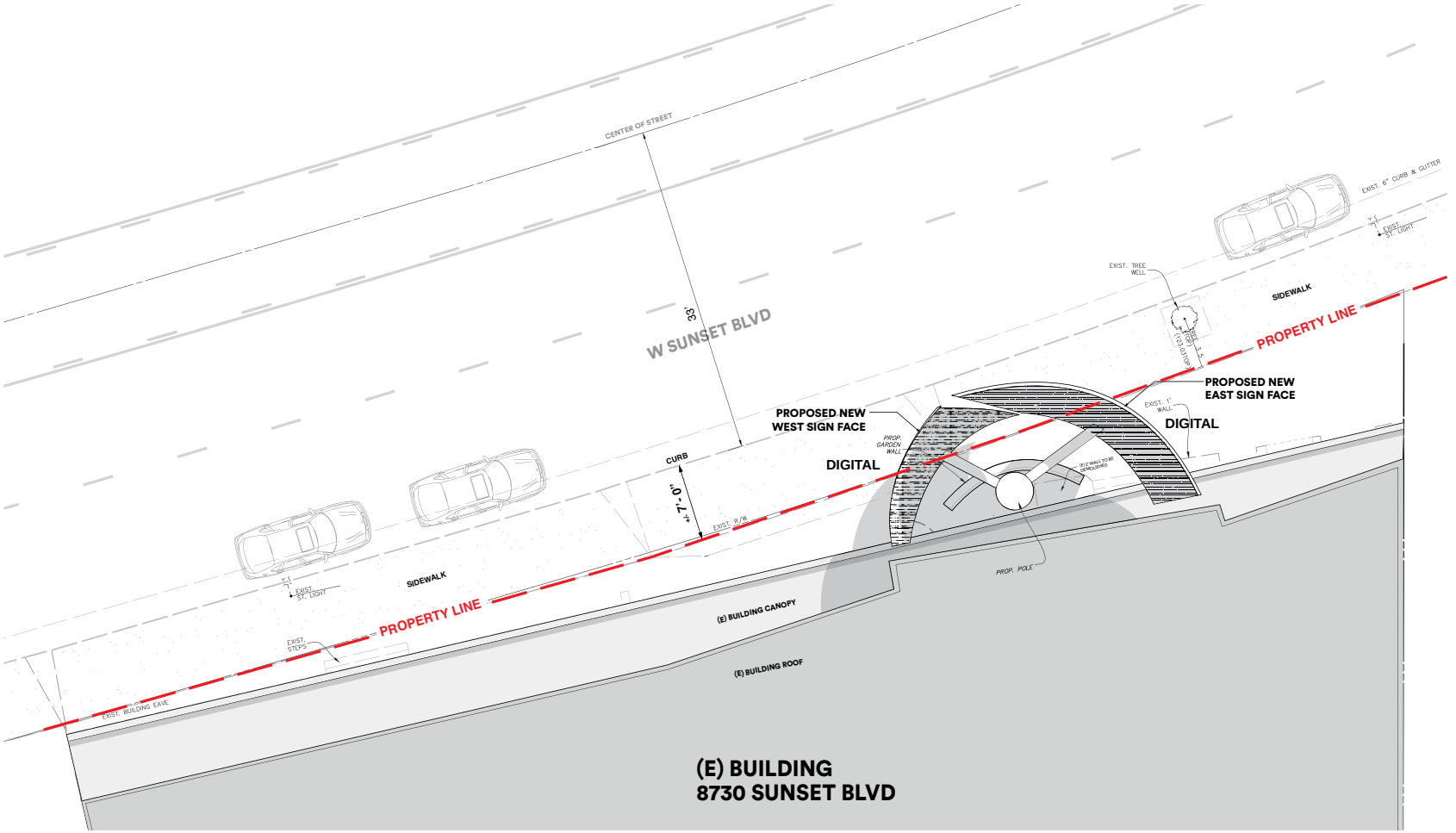
The east face is a dynamic digital architectural surface that curves toward the building for full facade integration with 1000 sqft of allocated advertising area. The digital west sign face immediately attracts attention to its 500 sqft of allocated advertising area within the striking curved architectural structure.

Contributing to the striking design of the Sunset Worl is its integration into the building facade. The typical uninspiring mono pole structure of the billboard is hidden from the pedestrians view by the addition of the Garden Wall design. This innovative design feature seamlessly connects and complements the facade improvements and new billboard design while housing the supporting structure for the Sunset Worl along with the necessary hardware components that will operate the digital billboard.



OWNER: **SUNSET TOWERS PARTNERSHIP**

BILLBOARD PLAN



ARCHITECTURAL BILLBOARD PLAN

SCALE: 1/8" = 1' - 0"

N

ARCHITECT:
FOUNDATION OF FORM
ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
SAN DIEGO, CA 92102
P: 619.906.4006

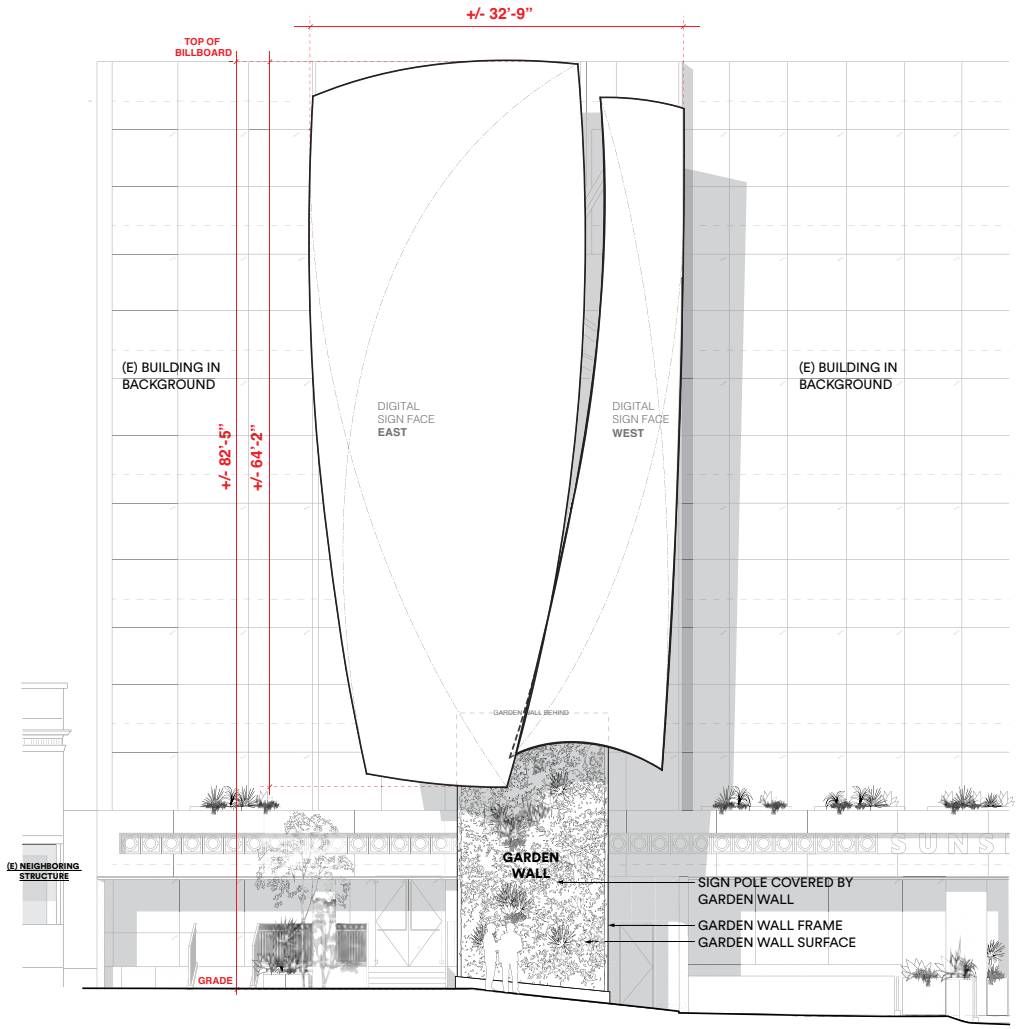
CLIENT:
Porter24
16201 VENTURA BLVD STE 215
ENCINO, CA 91436
P: 818.650.8229

THE SUNSET WORL
8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

BILLBOARD PLAN

B1.1

BILLBOARD ELEVATIONS



NOTES

1. NEW BILLBOARD AS PART OF A SIGNIFICANT FACADE IMPROVEMENT.
2. ALL DIMENSIONS FROM F.F. TO F.F. U.N.O.
3. WRITTEN DIMENSIONS TO PREVAIL OVER SCALING OF DRAWINGS. SUBCONTRACTOR TO VERIFY ALL DIM. PRIOR TO CONSTRUCTION AND IMMEDIATELY NOTIFY ARCHITECT OF ANY DISCREPANCIES.

NORTH BILLBOARD ELEVATION

SCALE: 3/16" = 1' - 0"

ARCHITECT:
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CLIENT:
Porter24
18201 VENTURA BLVD STE 215
ENCINO, CA 91316
P: 818.650.8229

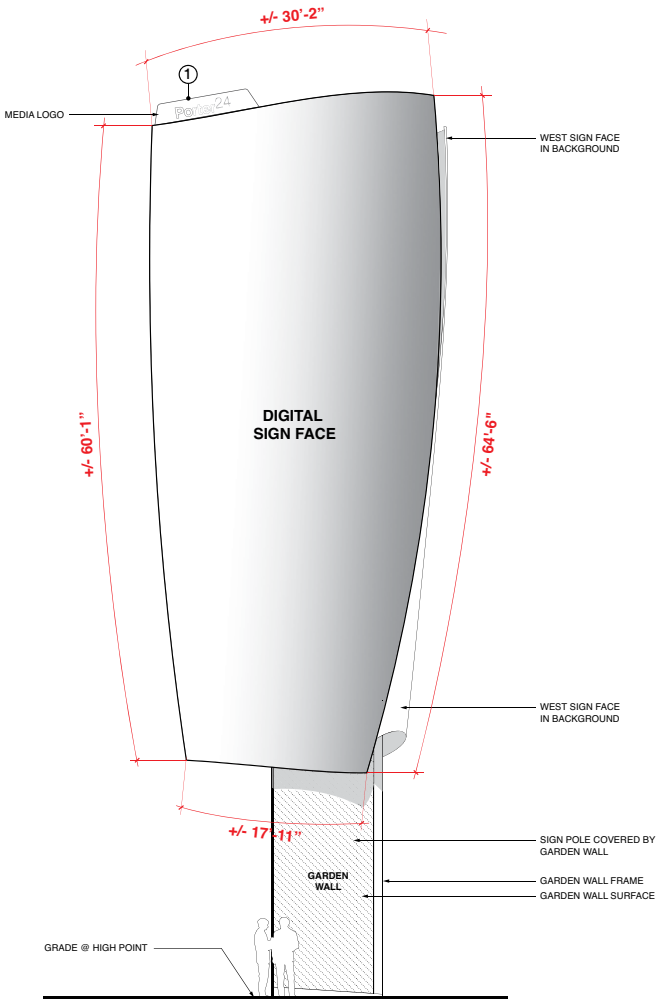
THE SUNSET WORL
8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

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BILLBOARD ELEVATIONS

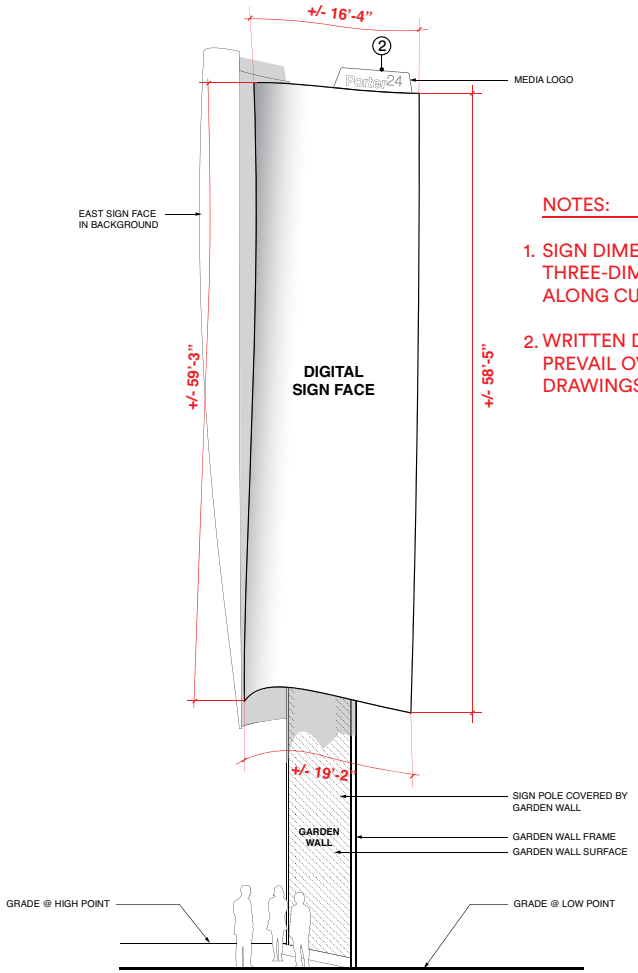
B2.1

BILLBOARD ELEVATIONS



DIGITAL SIGN FACE - **EAST**

SCALE: NOT TO SCALE



NOTES:

1. SIGN DIMENSIONS MEASURED THREE-DIMENSIONALLY ALONG CURVE
2. WRITTEN DIMENSIONS TO PREVAIL OVER SCALING OF DRAWINGS.

DIGITAL SIGN FACE - **WEST**

SCALE: NOT TO SCALE

ARCHITECT:
FOUNDATION OF FORM
ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
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P: 619.906.4006

CLIENT:
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19201 VENTURA BLVD STE 215
ENCINO, CA 91436
P: 818.650.8229

THE SUNSET WORL
8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

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BILLBOARD ELEVATIONS

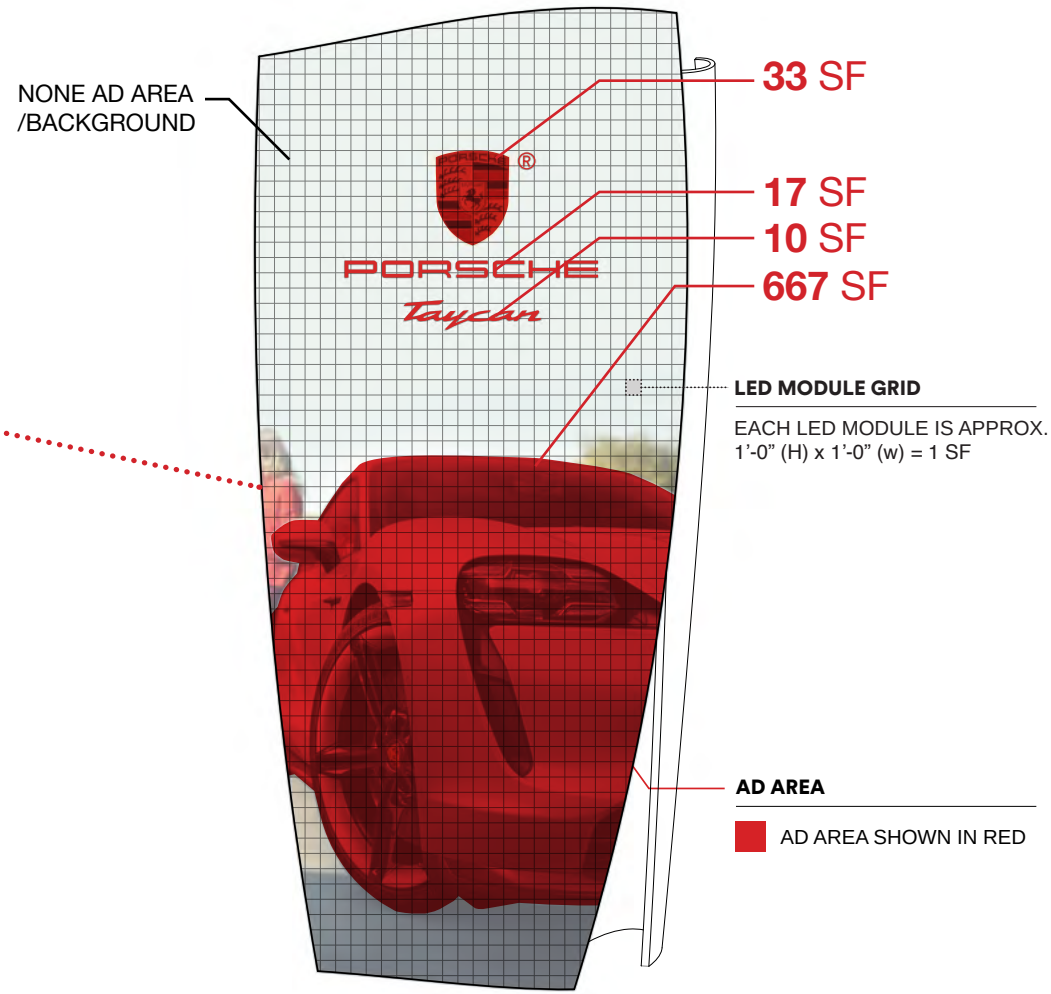
B2.2

ALLOCATION OF AD SPACE - Digital East Face



AD MOCKUP

EAST FACE - **AD AREA**



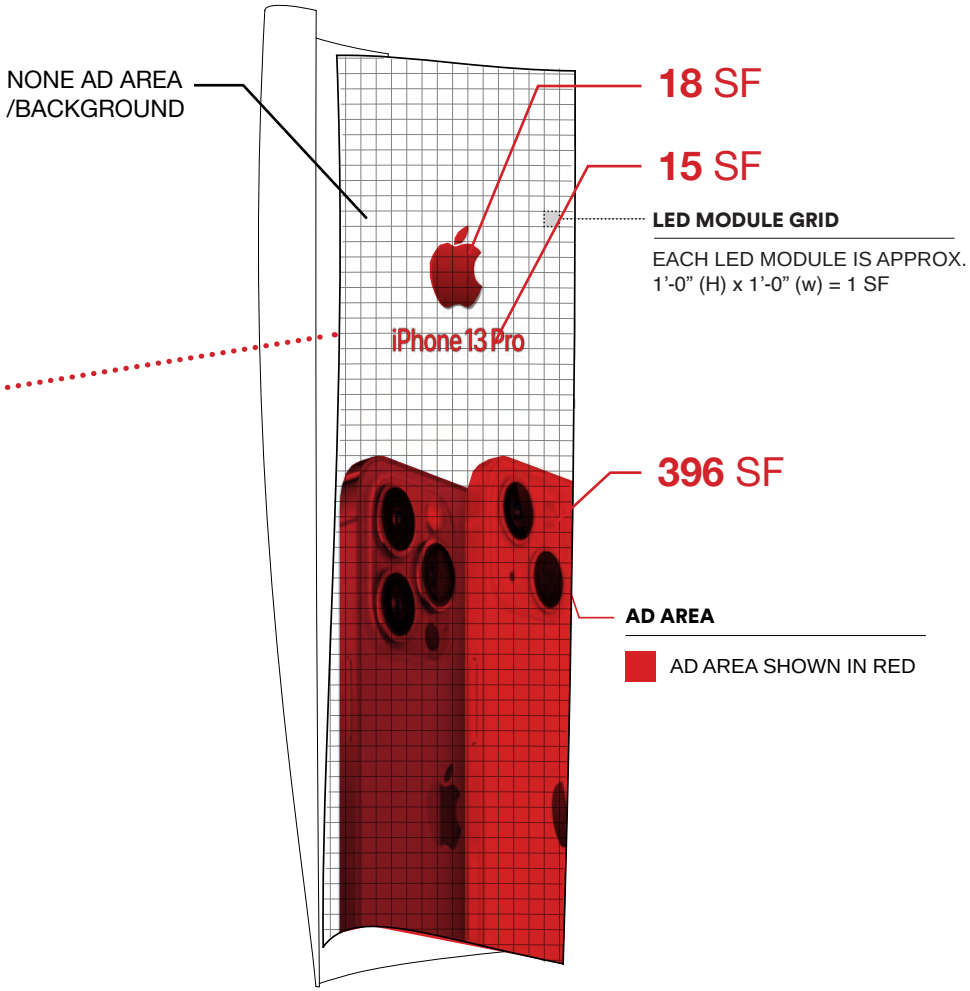
TOTAL AD AREA USED = **727** SF

ALLOCATION OF AD SPACE - Digital West Face



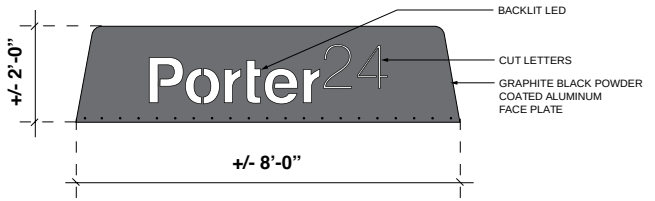
AD MOCK-UP

WEST FACE - **AD AREA**



TOTAL AD AREA USED = **429**

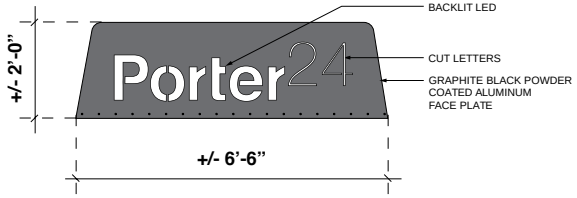
BILLBOARD MEDIA LOGO





GRAPHITE BLACK
SAMPLE FINISH COLOR

1 **EAST SIGN FACE** - BACKLIT MEDIA LOGO
SCALE: 1/4" = 1'-0"





GRAPHITE BLACK
SAMPLE FINISH COLOR

2 **WEST SIGN FACE** - BACKLIT MEDIA LOGO
SCALE: 1/4" = 1'-0"

ARCHITECT:
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THE SUNSET WORL
8730 SUNSET BLVD
WEST HOLLYWOOD, CA 90069

BILLBOARD DETAILS

B3.1

BILLBOARD LED SPEC & LIGHTING

1 LED DISPLAY SPECIFICATION

6MM DISPLAY SPECIFICATIONS

Technology	LED Display	Pixel Pitch	6 mm
Side(s)	Single-faced	Pixel Packaging	Surface Mount Device (SMD)
Color	275 + trillion	Base Module Size	9.5 x 6.5 (240 mm x 160 mm)
Interior/Exterior	Outdoor	Accessibility	Front
		Display Brightness	7000 NITs (adjustable)

8MM DISPLAY SPECIFICATIONS

Technology	LED Display	Pixel Pitch	8 mm
Side(s)	Single-faced	Pixel Packaging	Surface Mount Device (SMD)
Color	275+ trillion	Base Module Size	9.5 x 6.5 (240 mm x 160 mm)
Interior/Exterior	Outdoor	Accessibility	Front
		Display Brightness	7000 NITs (adjustable)

MODULES DESIGNED AND FABRICATED BY DISPLAY COMPANY. FINAL SPECIFICATION MAY VARY BASED ON AWARDED DISPLAY COMPANY.

BILLBOARD LIGHTING NOTES:
Lighting and Operation Standards.

The display equipment and software shall be adjusted and set so that the digital displays and architectural lighting do not exceed the maximum luminance limits. The displays will have an ambient light sensor that will automatically adjust the luminance of the displays up or down, based on ambient light (daytime or nighttime). The high and low limits of the luminance range controlled by the ambient light sensor will be adjusted and set to control excessive luminance pursuant to industry standards and the city of west Hollywood regulations

The settings shall be password protected. The settings will be documented and recorded in an installation report per the Sunset Boulevard Off-Site Signage Policy, including a Lighting Monitoring Report submitted upon installation and at three-year intervals thereafter to confirm conformance with the lighting requirements.

The settings shall not exceed the City of West Hollywood standards for digital billboards as below:

- **Daytime: 6,000 candelas per meter squared from sunrise until 20 minutes prior to sunset.**
- **Evening: 300 candelas per meter squared from sunset until 20 minutes prior to sunrise.**
- **After Hours: No animated content or moving patterns from 2:00 am until sunrise.**

If ambient sunlight illuminance during the daytime is less than 100 foot candelas for more than an hour, the digital display will transition to the evening luminance level, also at a smooth rate over a time period of no less than 20 minutes.

Images displayed on a digital sign face would not be refreshed more often than once every eight seconds, and each new image displayed would fade in from the previous image over no less than one second.



LED MODULE

BILLBOARD OPERATIONS

THE SUNSET WORL WILL UTILIZE 4K INDUSTRY LEADING MEDIA CONTENT PLAYERS IN COMBINATION WITH ROBUST CLOUD NETWORKING SOLUTIONS FOR COMMERCIAL DIGITAL SIGNAGE WITH REMOTE MONITORING CAPABILITIES, MULTI-ZONE SCREEN LAYOUTS AND MORE.

PUBLIC ARTS PROGRAM

THE SUNSET WORL WILL PARTICIPATE IN THE WEHO PUBLIC ARTS PROGRAM PER THE NEW APPLICATION PROCEDURE REFERENCED IN POLICY SECTION 5 OF THE SUNSET BOULEVARD OFF-SITE SIGNAGE POLICY AND CONSISTENT WITH THE WEST HOLLYWOOD ARTS AND CULTURAL AFFAIRS COMMISSION ART ON THE OUTSIDE (AOTO) SUBCOMMITTEE IN ACCORDANCE WITH THE ACAC'S ESTABLISHED GUIDELINES FOR PUBLIC ARTS PROGRAMMING.

IN ADDITION AND AS ALLOWED BY AOTO, THE SUNSET WORL WILL BROADCAST AN ARRAY OF VIBRANT AND ORIGINAL CONTENT FROM PROMISING AND HUNGRY NEW ARTISTS . THE UNIQUE PANEL DESIGN, SHAPE AND FORMAT OF THE SUNSET WORL WILL PROVIDE A HIGHLY ADAPTABLE MEDIUM FOR ARTISTIC CONTENT – AND EMPOWER ENDLESS OPPORTUNITIES FOR UNIQUE ORIGINAL PROGRAMMINGTHE SUNSET WORL PROJECT.

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THE SUNSET WORL
8730 SUNSET BLVD
WEST HOLLYWOOD, CA 90069

BILLBOARD DETAILS

B3.2

BUILDING IMPROVEMENTS

THE SUNSET WORL
8730 Sunset Blvd West Hollywood, CA 90069

BUILDING IMPROVEMENTS

The Sunset Worl Project at 8730 Sunset transforms the existing Northern facade of the building by integrating a lightweight brushed aluminum composite cladding panel that produces a lustrous finish to the facade which transforms the building effortlessly into a modern addition to the Sunset Strip. This reinvention will over the next several decades and provides the overall modern context to the Sunset Worl project.

The Sunset Worl Project choice of panels for the north facade will reduce glare and is “non-combustible. This modern addition creates an effervescent quality that diffuses hard reflections and abrupt lines with an ambient luminance. The aluminum cladding also possesses a subtle seam that breaks the continuous surface and traces the line of the glazing – creating additional depth within the already stunning facade. The re-facade transforms the building effortlessly and reinvents itself over the next several decades and provides the overall modern context to the Sunset Worl project.



OWNER: **SUNSET TOWERS PARTNERSHIP**

BUILDING TITLE SHEET



THE SUNSET **WORL**

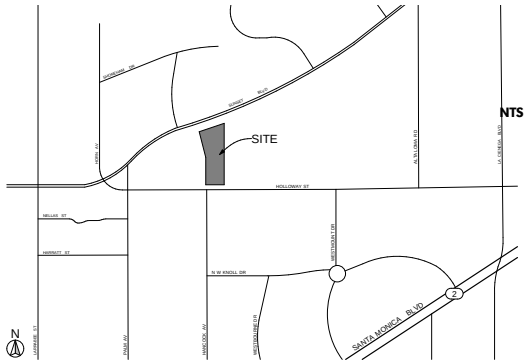
8730 SUNSET BLVD
WEST HOLLYWOOD, CA 90069

SITE 5 D – TARGET SITE WITHIN AREA 5 OF SSP

PROJECT DATA

PROJECT ADDRESS:	**8730 W SUNSET BLVD. WEST HOLLYWOOD, CA 90069-2210**
APN #:	**5559-002-017**
LOTS:	**7, 8, 9, 10**
TRACT:	**4960**
MAP:	**63, PG 50**
FIRE ZONE:	**II**
ZONE:	**SSP (SUNSET SPECIFIC PLAN)**
F.A.R.:	
EXISTING SF:	**80,120 SF**
PROPOSED SF:	**89 SF**

VICINITY MAP



ARCHITECT:
FOUNDATION OF FORM
ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
SAN DIEGO, CA 92102
P: 619.906.4006

CLIENT:
Porter24
16200 VENTURA BLVD STE 215
ENCINO, CA 91436
P: 818.650.8229

THE SUNSET **WORL**

8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

TITLE SHEET

TS

OWNER: **SUNSET TOWERS PARTNERSHIP**

BUILDING PHOTO SURVEY

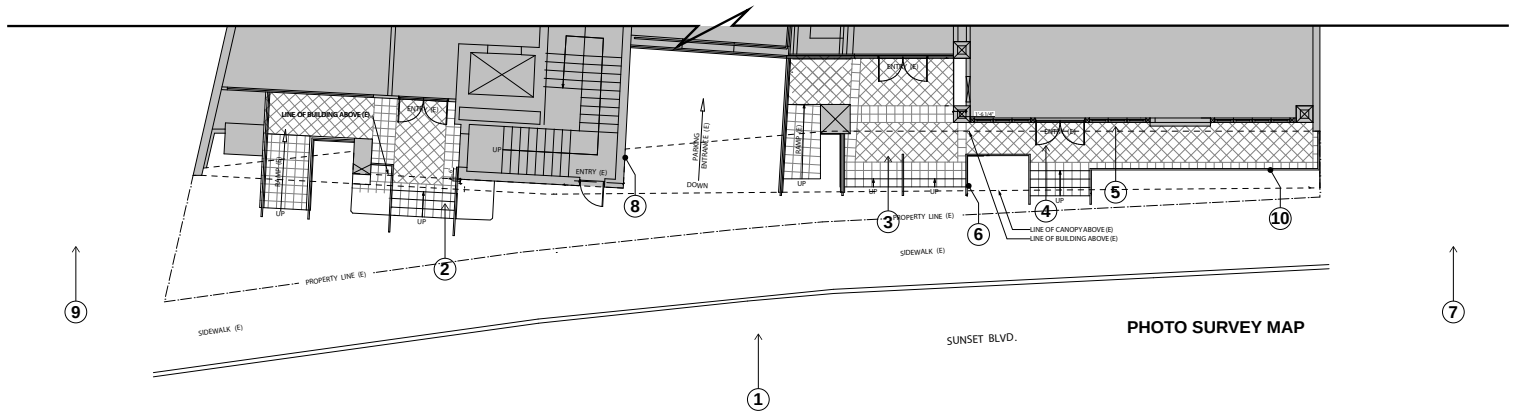
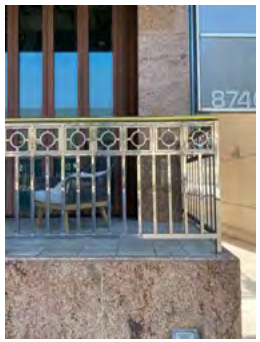


PHOTO SURVEY MAP



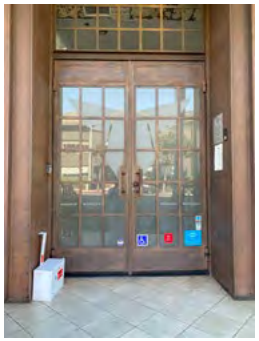
10 GUARD (E)



8 LEVEL 1 GRANITE FACADE (E)



6 STAIR GUARD (E)



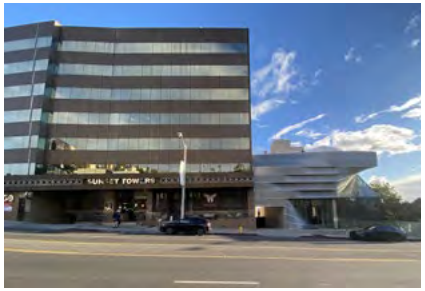
4 WEST ENTRY 2 (E)



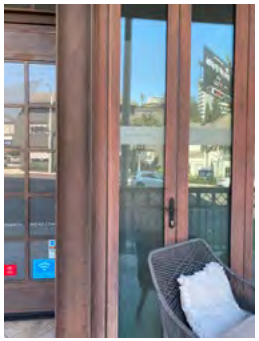
1 NORTH BUILDING ELEVATION (E)



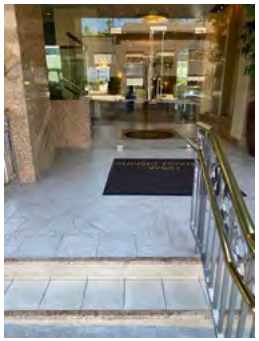
9 ADJACENT STRUCTURE EAST (E)



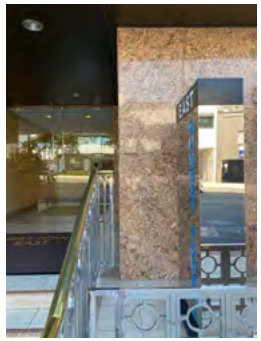
7 ADJACENT STRUCTURE WEST (E)



5 WEST ENTRY 2 GLAZING (E)



3 WEST ENTRY 1 (E)



2 EAST ENTRY (E)

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P: 818.650.8229

THE SUNSET WORL

8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

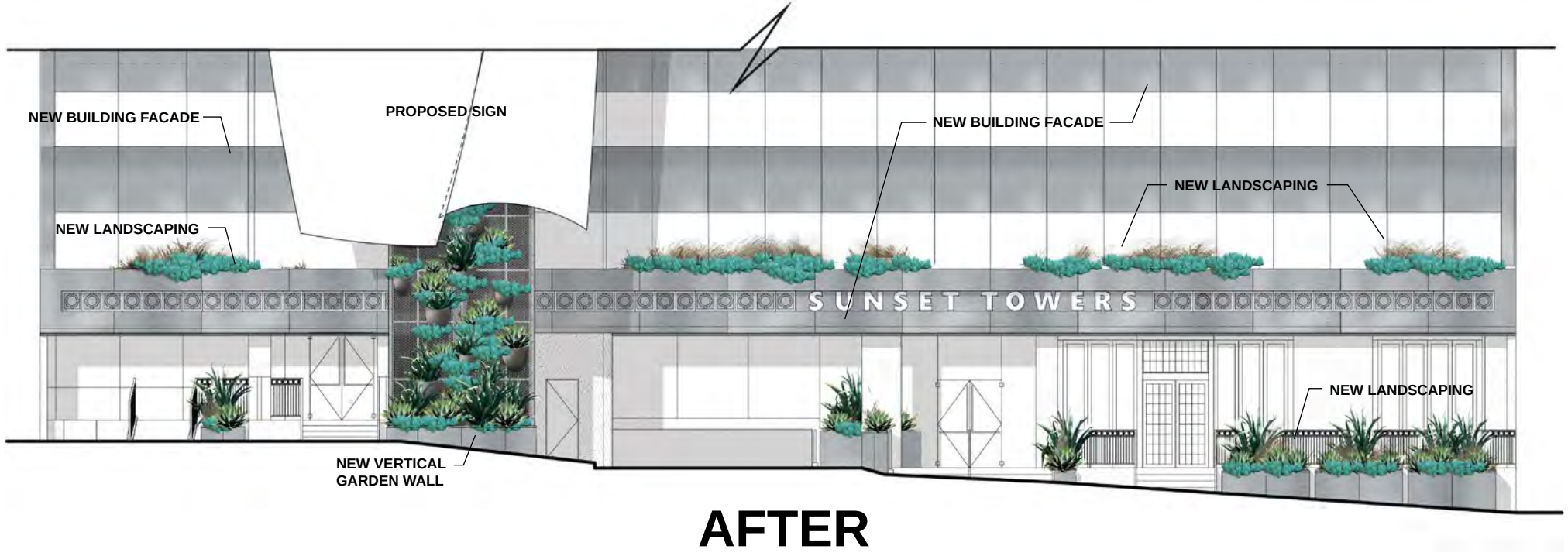
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PHOTO SURVEY

A1.0

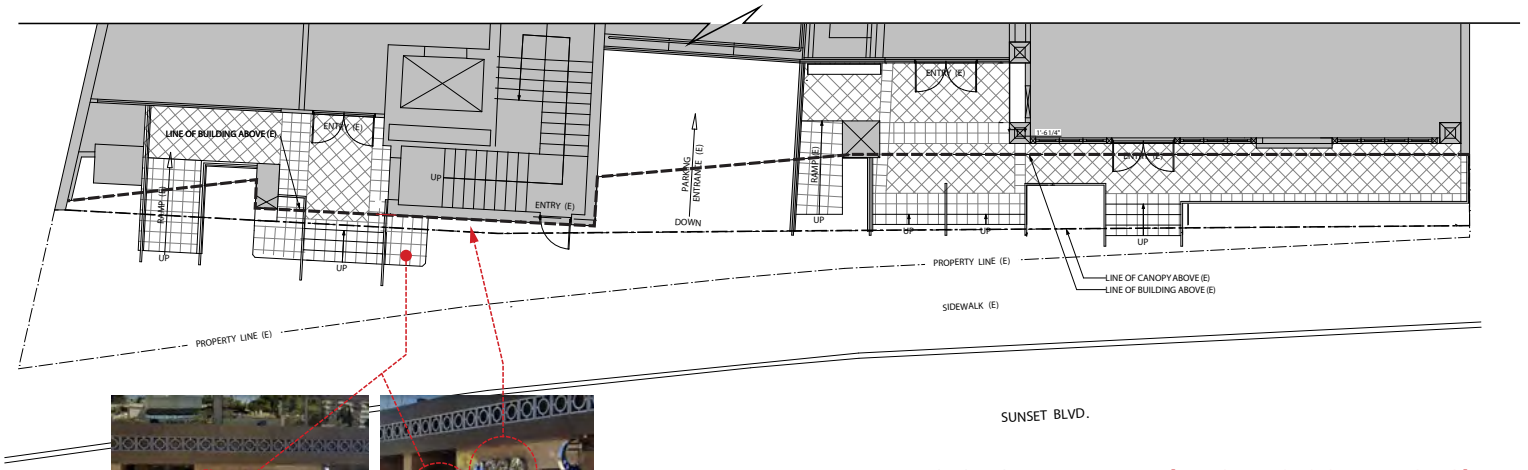


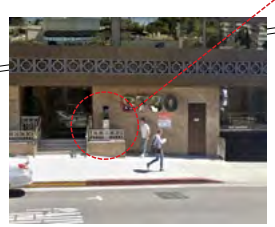
BEFORE



AFTER

EXISTING / PROPOSED



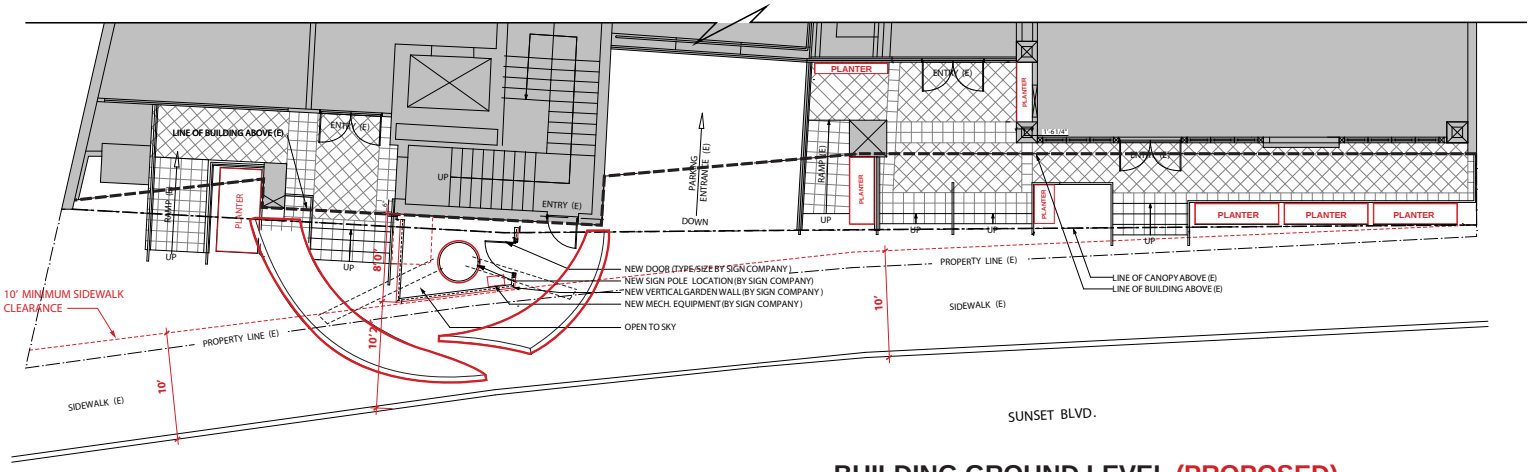


EAST ENTRY PEDESTAL TO BE DEMOLISHED



BUILDING NUMBER TO BE RELOCATED

BUILDING GROUND LEVEL (EXISTING CONDITIONS)



BUILDING GROUND LEVEL (PROPOSED)

ARCHITECT:
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910 25TH STREET SUITE 200
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P: 619.906.4006

CLIENT:
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18201 VENTURA BLVD STE 215
ENCINO, CA 91316
P: 818.650.8229

THE SUNSET WORL

8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

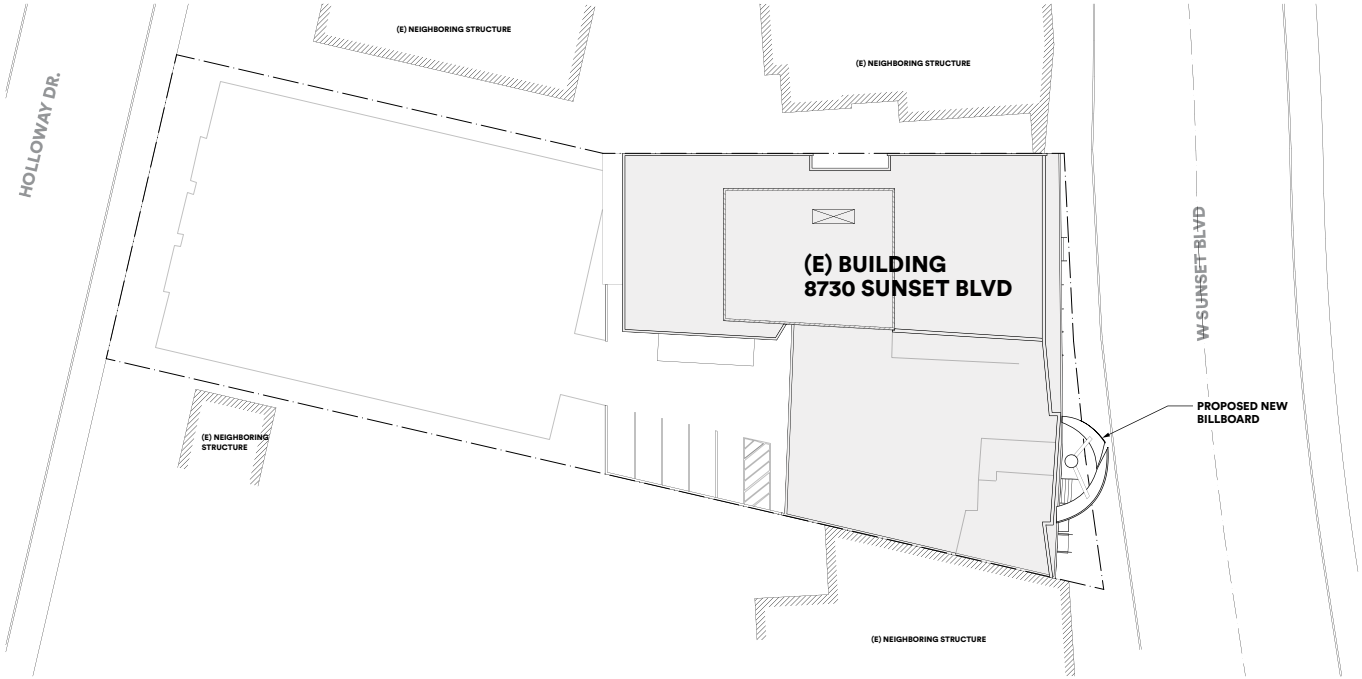
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PROPOSED

A1.1

OWNER: **SUNSET TOWERS PARTNERSHIP**

BUILDING SITE PLAN



SITE PLAN

SCALE: 1/16" = 1' - 0"

ARCHITECT:
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ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
SAN DIEGO, CA 92102
P: 619.906.4006

CLIENT:
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16200 VENTURA BLVD STE 215
ENCINO, CA 91436
P: 818.650.8229

THE SUNSET WORL

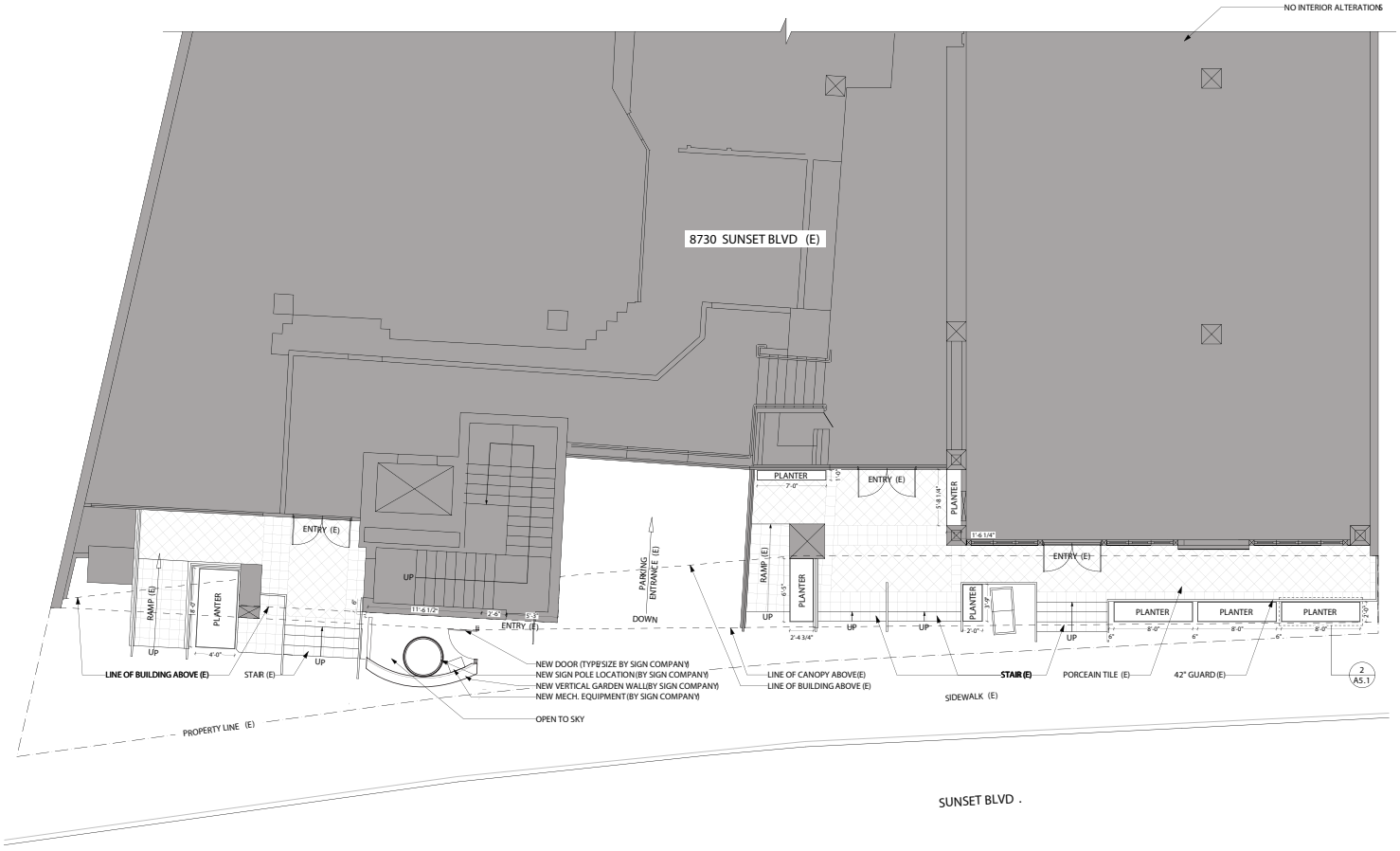
8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

SITE PLAN

A1.2

OWNER: **SUNSET TOWERS PARTNERSHIP**

BUILDING LEVEL 1



GROUND FLOOR

SCALE: 3/16" = 1' - 0"

LEGEND

- EXISTING BUILDING
- PROPERTY LINE
- BUILDING ABOVE
- (E) EXISTING
- NEW EXTERIOR WALL

NOTES

1. EXTERIOR IMPROVEMENTS
2. ALL DIMENSIONS FROM F.F. TO F.F. U.N.O.
3. ALL DOORS SHOULD BE 3 1/2" FROM NEAREST INTERSECTING WALL AT HINGED SIDE, U.N.O.
4. WRITTEN DIMENSIONS TO PREVAIL OVER SCALING OF DRAWINGS. SUBCONTRACTOR TO VERIFY ALL DIM PRIOR TO CONSTRUCTION AND IMMEDIATELY NOTIFY ARCHITECT OF ANY DISCREPANCIES
5. REPLACE EXISTING CANNED LIGHTING BENEATH EXISTING CANOPY WITH NEW NORA LIGHTING NMRTL-12N IN NMRTL-F2 W/ NMRTL-2FKB FLANGE INSTALLED PER MANUFACTURER SPECIFICATION
6. OWNER TO VERIFY EXISTING BUILDING WALLS/FOOTINGS PRIOR TO EXCAVATION

ARCHITECT:
FOUNDATION OF FORM
ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
SAN DIEGO, CA 92102
P: 619.906.4006

CLIENT:
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ENCINO, CA 91316
P: 818.650.8229

THE SUNSET WORL

8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

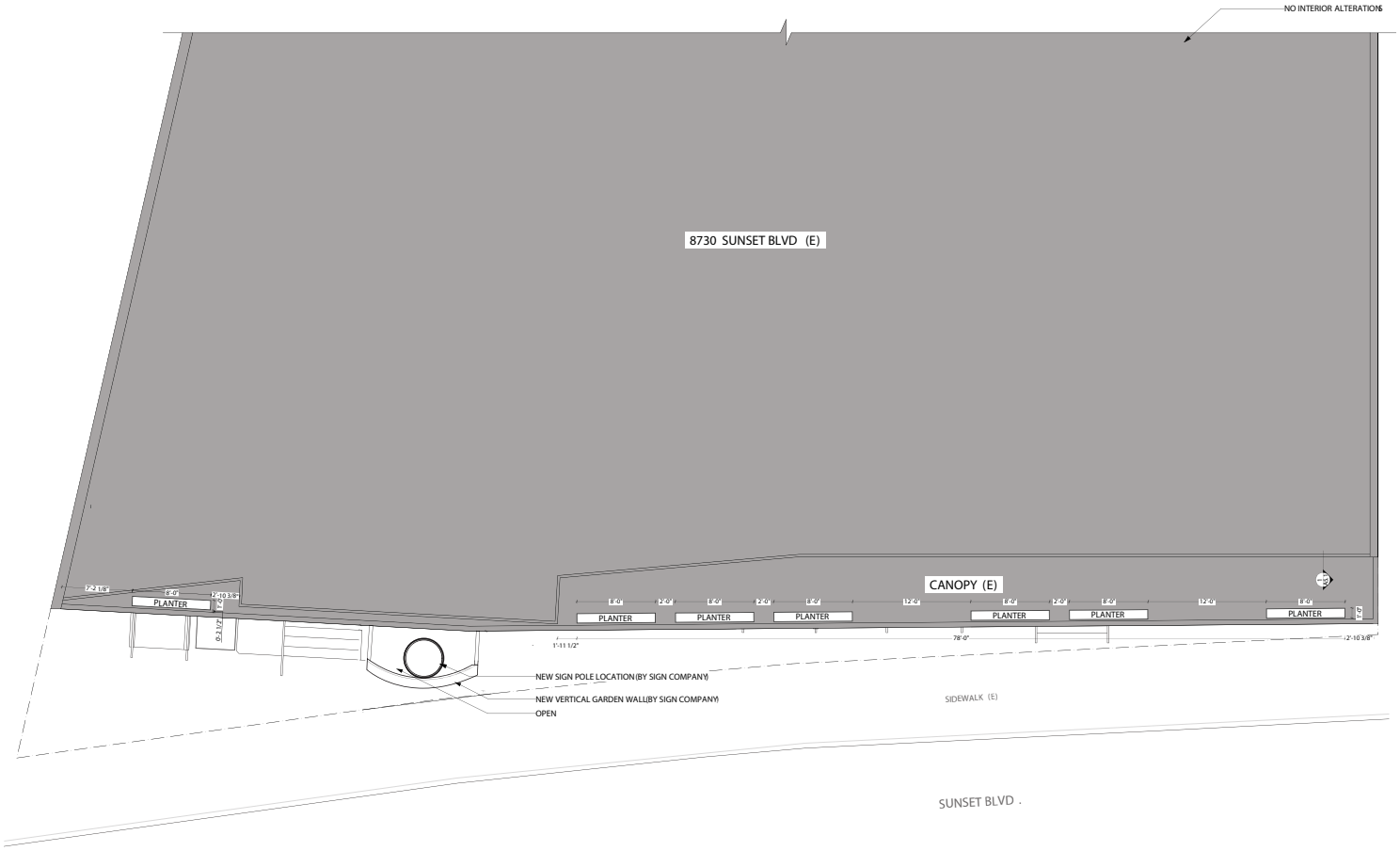
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LEVEL 1

A2.1

OWNER: **SUNSET TOWERS PARTNERSHIP**

BUILDING LEVEL 2



LEGEND

- EXISTING BUILDING
- PROPERTY LINE
- BUILDING ABOVE
- (E) EXISTING
- NEW EXTERIOR WALL

NOTES

1. EXTERIOR IMPROVEMENTS
2. ALL DIMENSIONS FROM F.F. TO F.F. U.N.O.
3. ALL DOORS SHOULD BE3 1/2" FROM NEAREST INTERSECTING WALL AT HINGED SIDE, U.N.O.
4. WRITTEN DIMENSIONS TO PREVAIL OVER SCALING OF DRAWINGS. SUBCONTRACTOR TO VERIFY ALL DIM PRIOR TO CONSTRUCTION AND IMMEDIATELY NOTIFY ARCHITECT OF ANY DISCREPANCIES
5. REPLACE EXISTING CANNED LIGHTING BENEATH EXISTING CANOPY WITH NEW NORA LIGHTING NMRTLI-12N IN NMRTL-F2 W/ NMRTL-2FKB FLANGE INSTALLED PER MANUFACTURER SPECIFICATION
6. OWNER TO VERIFY EXISTING BUILDING WALLS/FOOTINGS PRIOR TO EXCAVATION

2ND FLOOR

SCALE: 3/16" = 1' - 0"

ARCHITECT:
FOUNDATION OF FORM
ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
SAN DIEGO, CA 92102
P: 619.906.4006

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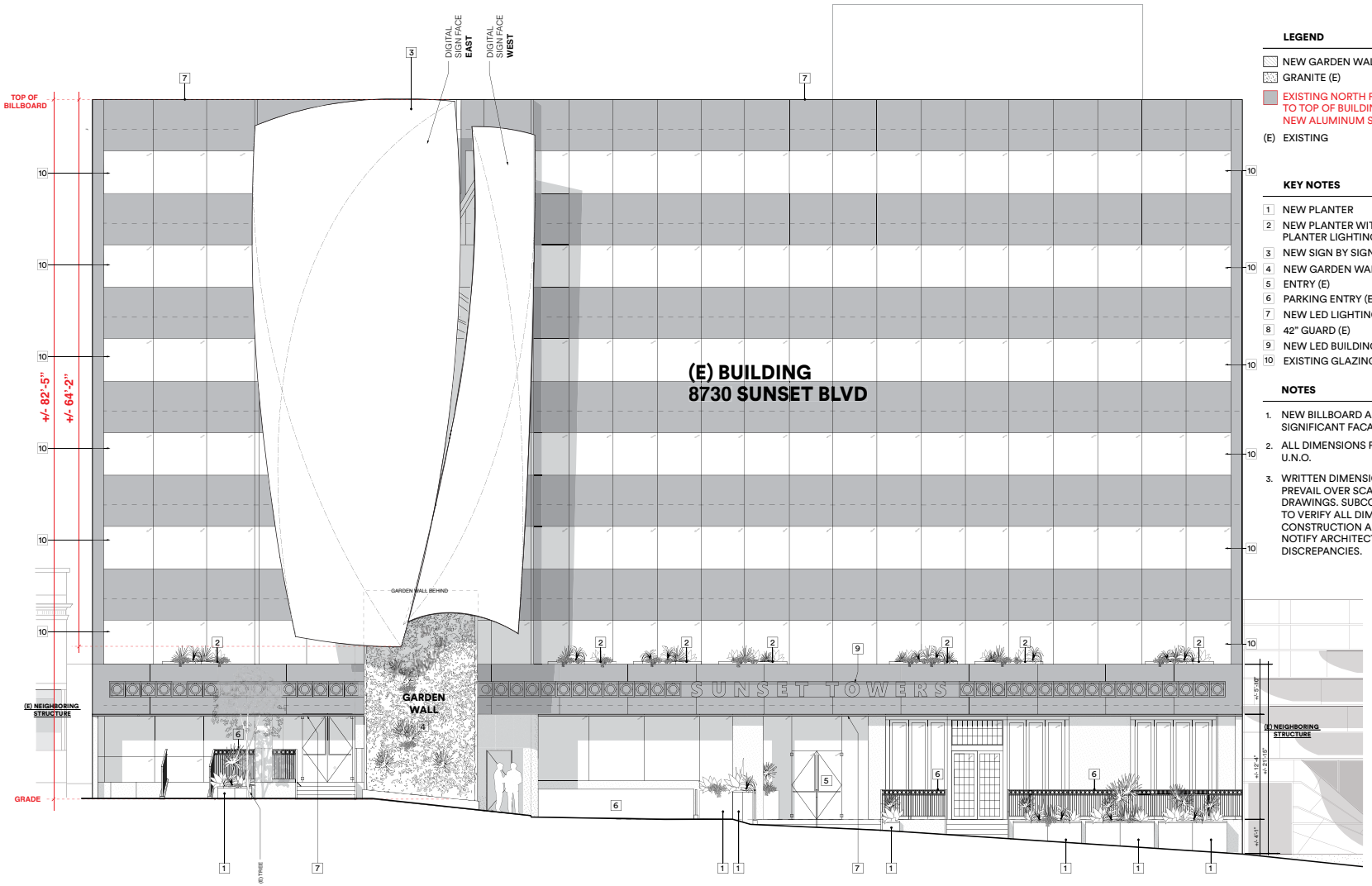
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LEVEL 2

A2.2

OWNER: **SUNSET TOWERS PARTNERSHIP**

BUILDING ELEVATION



LEGEND

- NEW GARDEN WALL
- GRANITE (E)
- EXISTING NORTH FACE FROM SECOND FLOOR TO TOP OF BUILDING TO BE RECLAD WITH NEW ALUMINUM SIDING
- (E) EXISTING

KEY NOTES

1. NEW PLANTER
2. NEW PLANTER WITH INBED LED PLANTER LIGHTING
3. NEW SIGN BY SIGN COMPANY
4. NEW GARDEN WALL
5. ENTRY (E)
6. PARKING ENTRY (E)
7. NEW LED LIGHTING STRIP
8. 42" GUARD (E)
9. NEW LED BUILDING LETTERS
10. EXISTING GLAZING TO REMAIN

NOTES

1. NEW BILLBOARD AS PART OF A SIGNIFICANT FACADE IMPROVEMENT.
2. ALL DIMENSIONS FROM F.F. TO F.F. U.N.O.
3. WRITTEN DIMENSIONS TO PREVAIL OVER SCALING OF DRAWINGS. SUBCONTRACTOR TO VERIFY ALL DIM. PRIOR TO CONSTRUCTION AND IMMEDIATELY NOTIFY ARCHITECT OF ANY DISCREPANCIES.

NORTH ELEVATION

SCALE: 3/16" = 1' - 0"

ARCHITECT:
FOUNDATION OF FORM
ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
SAN DIEGO, CA 92102
P: 619.906.4006

CLIENT:
Porter24
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ENCINO, CA 91436
P: 818.650.8229

THE SUNSET WORL

8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

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ELEVATIONS

A3.1

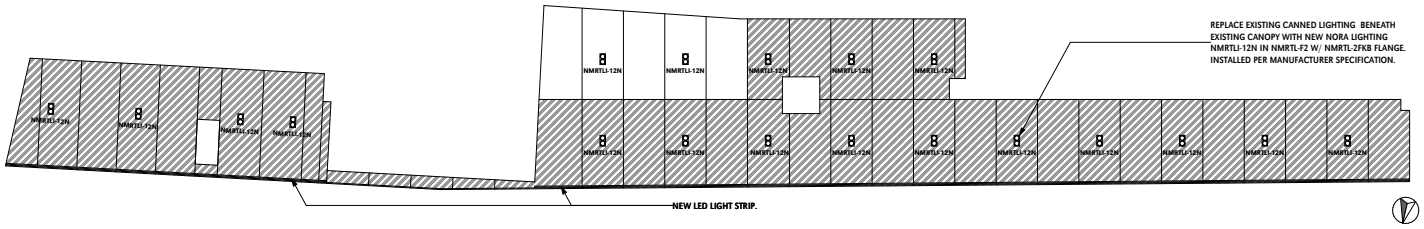
OWNER: **SUNSET TOWERS PARTNERSHIP**

BUILDING RCP LEVEL 1



1 **RCP LEVEL 1 (E)** 3/16" = 1' - 0"

*FOR REFERENCE ONLY



2 **RCP LEVEL 1** 3/16" = 1' - 0"

LEGEND

- DA — **EXISTING CANNED LIGHTING**
- NMRTLI-12N — **NORA LIGHTING NMRTLI-12N IN NMRTL-F2 W/ NMRTL-2FKB FLANGE**
- **NEW FAIRVIEW METAL PANEL (FV9134)**

ARCHITECT: FOUNDATION OF FORM
ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
SAN DIEGO, CA 92102
P: 619.906.4006

CLIENT: Porter24
16200 VENTURA BLVD STE 215
ENCINO, CA 91436
P: 818.650.8229

THE SUNSET WORL

8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

--

RCP LEVEL 1

A4.1

BUILDING LIGHTING



REFERENCE IMAGE

NORA TRIM-LESS LED

NHRTLI
Trimless Line Voltage Multiple Lighting Housing(LED module compatible)
Source: Medium Base Socket
75W Max. (Can be factory labeled with reduced wattage)

Type
Project
Catalog No.
Notes

PRODUCT DESCRIPTION
Multi-LED functionality and architectural aesthetics define LED Trimless Multiple Lighting System. This recessed family of fixtures are available in one to three LED linear configurations; must specify lamp holders separately. These LED trimless units can be installed in new or remodel construction with drywall ceilings. The finished look blends with the ceiling line with no visible flange. Accessories include a frame for new construction rough-in and a flange kit for application where trimless does not work.

CONSTRUCTION
Housing: Housing 0.05" galvanized steel with ventilation openings for proper heat dissipation. It separate driver compartment with eight 1/2" knockouts for in and out wiring. Housing includes adjustable brackets for various ceiling depths and separate mud ring for finishing.
Minimum Clearance: Requires a minimum clearance of 3" from thermal insulation and 1/2" from any adjacent building components.
Lamp Holder(s) (Ordered Separately): Each lamp holder includes a quick-connect that easily attaches to quick-connect from the wiring compartment. Quick-connects can be supplied with a single supply or individual supply line for independent control. Lamp holders simply twist and lock into housing, and specified in black or white.

ELECTRICAL
Input Voltage: 120V
Socket: Medium base
Wattage: 75W max. each socket (can be factory labeled for reduced wattage)
Operating Temp.: 0°-70°C max. ambient temp.
Dimming: Triac / ELV dimming

COMPATIBLE LAMP HOLDER

Catalog No.	Description
NMRT-6527L	PAR30 Lamp Holder

OPTIONAL ACCESSORIES
Multiple lighting housings can be connected to new construction installations or flanged units with accessories.

Catalog No.	Description
NMRTL-F1	(1) Head frame-in for new construction installation
NMRTL-F2	(2) Head frame-in for new construction installation
NMRTL-F3	(3) Head frame-in for new construction installation
NMRTL-3FKit(BK)	(3) Head flange kit (Black or White finish)
NMRTL-2FKit(BK)	(2) Head flange kit (Black or White finish)
NMRTL-1FKit(BK)	(1) Head flange kit (Black or White finish)

LABELS AND LISTINGS
- cULus Listed
- 5 Year Limited Warranty

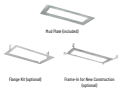
PRODUCT IMAGES AND DIMENSIONS



(Shown with lamp holders - ordered separately)



Dimensions	Length - (L)	Length w/ Bracket (L)	Ceiling Cut Out
1 Head	6-3/4"	9-3/4"	6-3/4" x 6-3/4"
2 Head	9-7/8"	12"	9-1/4" x 6-3/4"
3 Head	16-1/2"	21"	15-1/2" x 6-3/4"



Mud Plate (included)



Flange Kit (optional) Frame-in for New Construction (optional)

Trimless Multiple Lighting Housing (Requires NMRT-6527L Lamp Holders)

Series	# of Heads	Max. Wattage Per Head	Finish
NMRTLI = Low Voltage MLO	**1** = 1 Head **2** = 2 Heads **3** = 3 Heads	**75W** = 75W MAX max.	**B** = Black **W** = White

Optional Accessories

Description
NMRTL-F1 = 1-Head Frame-in for New Construction
NMRTL-F2 = 2-Head Frame-in for New Construction
NMRTL-F3 = 3-Head Frame-in for New Construction
NMRTL-1FKit = 1-Head Flange Kit, Black
NMRTL-1FKitW = 1-Head Flange Kit, White
NMRTL-2FKit = 2-Head Flange Kit, Black
NMRTL-2FKitW = 2-Head Flange Kit, White
NMRTL-3FKit = 3-Head Flange Kit, Black
NMRTL-3FKitW = 3-Head Flange Kit, White

Example: **NMRTLI-12B3S20W** = Trimless Multiple (3) Head Housing, 120V Input and Factory labeled for 20W max. per socket, White finish

NORA LIGHTING
9590 Zephyr Street, Commerce, CA 90040
TEL: 323.890.9700 | e-mail: inco@noralighting.com
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NMRT-6527L
PAR30 Lamp Holder for Trimless Multiple Lighting System (Housing required)
Source: PAR30
75W Max. (Can be factory labeled with reduced wattage)

Type
Project
Catalog No.
Notes

PRODUCT DESCRIPTION
PAR30 Lamp Holder for NMRTLI Trimless Multiple Lighting Housings. Adjustable socket accepts various lamp lengths. Lamp holder is compatible with most PAR30 LED and Halogen Lamps.

CONSTRUCTION
Lamp Holder: Die-cast aluminum reflector with ceramic medium base adjustable socket. Available in black or white finish.

Installation: Each lamp holder includes a quick connect that easily attaches to quick-connect from the wiring compartment on the housing. Quick-connects can be supplied with a single supply or individual supply line for independent control. Lamp holders simply twist and lock into housing, and specified in black or white.

ELECTRICAL
Input Voltage: 120V
Compatible Lamp: PAR30 LED or Halogen - long or short neck (not included)
Socket: Medium base
Wattage: 75W max. each socket (can be factory labeled for reduced wattage)
Operating Temp.: 0°-70°C max. ambient temp.
Dimming: Triac / ELV dimming

COMPATIBLE HOUSINGS

Catalog No.	Description
NMRTLI-1TB	(1) Line Voltage MLO Housing
NMRTLI-2TB	(2) Line Voltage MLO Housing
NMRTLI-3TB	(3) Line Voltage MLO Housing

LABELS AND LISTINGS
- cULus Listed
- 5 Year Limited Warranty

PRODUCT IMAGES AND DIMENSIONS



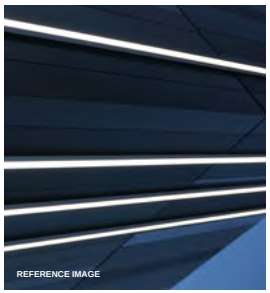
PAR30 Lamp Holder for Trimless Multiple Lighting Housings (Requires NMRTLI Housing)

Finish
- **NMRT-6527LBLK** = Black
- **NMRT-6527LWH** = White

Example: **NMRT-6527LWH** = PAR30 Lamp Holder for Trimless Multiple Lighting Housings, White finish

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COLOR CHANGING LED STRIP



REFERENCE IMAGE

Weatherproof RGB + W Series Product Datasheet

Description

The Outdoor ColorBright™ (IP65) Color Changing + White LED strip light is a reel of linear color changing LED chips mounted on a flexible printed circuit board (PCB) that has a silicone coating offering protection from water and foreign elements. These lights can create any color you can imagine, including a beautiful warm white. No longer will you have to sacrifice one product for the other, we have combined them both into one strip.

The IP65 rating means that the LED strip lights are able to withstand jets and splashes of water from all sides. It cannot be submerged in water, but it will withstand the elements. We also recommend outdoor lights for use indoors in high splash areas or if you're looking for a strip that is easier to clean.

Product Features

- White LEDs have a High CRI of 80+
- Specification Grade LED strips
- Fully dimmable
- Highest quality components and premium packaged 5050 LEDs
- Single BIN LED selection to ensure color consistency (3-Step MacAdam)
- 3M 9731 adhesive for a strong bond to the weatherproof silicone sleeve
- 120° Beam Angle
- Only 9/16" (14mm) strip width
- Short LED pitch of 3/4" (17mm)
- 12V or 24V DC Input Options
- LEDs per foot: RGB: 9, White: 9
- Can be cut every 6 LEDs (10 LEDs for 24V)
- 18 LEDs/Foot (60/Meter)
- Thick double layer 2 oz copper PCB for excellent thermal management
- Operating Temperature -4°F to +104°F (-20°C to 40°C)
- Maximum Length in Series 16ft 5in (5 Meters) for 12V 32ft 10 in (10 Meters) for 24V
- IP65 Rated with non-yellowing and UV resistant silicone sleeve

Product Specifications

Product SKU	Color (CCT)	Watts / foot (Meter)	Lumen / foot (Meter) (White chips only)	Lumen / foot (Meter) (RGB only)	CRI (Min)	Gamut Score Rg (Color Gut.) (Min)	Relative Fidelity Score (Rf) (Min)
IP65-CB-RGB24K	2400K	4.4 W/ft 14.4 W/m	Coming Soon	R: 11LM (35/m) G: 46LM (150/m) B: 10LM (30/m)	84	98	83
IP65-CB-RGB27K	2700K	4.4 W/ft 14.4 W/m	Coming Soon	R: 11LM (35/m) G: 46LM (150/m) B: 10LM (30/m)	84	94	83
IP65-CB-RGB30K	3000K	4.4 W/ft 14.4 W/m	198 lm/ft (423 lm/m)	R: 11LM (35/m) G: 46LM (150/m) B: 10LM (30/m)	83	91.4	82.9
IP65-CB-RGB42K	4200K	4.4 W/ft 14.4 W/m	207 lm/ft (679/m/m)	R: 11LM (35/m) G: 46LM (150/m) B: 10LM (30/m)	82	96.9	80.6
IP65-CB-RGB62K	6200K	4.4 W/ft 14.4 W/m	213 lm/ft (698 lm/m)	R: 11LM (35/m) G: 46LM (150/m) B: 10LM (30/m)	83	94.3	79.5

*Because of variability of RGB, we cannot calculate CRI, Gamut, RF, or efficacy

Weatherproof RGB + W Series Product Datasheet

Compatible Aluminum Extrusions

KLUS GIZA Anodized Extrusion (SKU: KL-B5556ANODA-1m)



Covers
- KLUS - HS 22 Clear Cover (SKU: KL-17022-1m)
- KLUS LIGER 22 Frosted Cover (SKU: KL-17032-1m)

End Caps
- KLUS GIZA End Cap (SKU: KL-24007)

Mounting Accessories
- KLUS GP Surface Spring (SKU:KL-00293)
- KLUS Mounting Bracket (SKU: KL-24143)

LIGHTING DESIGN

The building will also be endowed with new architectural lighting along the Sunset Boulevard façade – not only enhancing the modern look, but also drawing attention to the improved landscape features and added greenery. This unique architectural feature, couples with modifications to both the landscape and lighting, will increase foot traffic and boost commerce all along the area.

The upper and Lower portions of the canopy will have new LED strip lighting providing accent the architectural features of the existing canopy and building entry. An additional LED strip will be added that runs across the roof-line of the northern façade.

LIGHTING NOTES:
Building Lighting Standards.

The illuminance from the architectural lights shall not exceed 1.4 foot candles at any residential zoned property line.

ARCHITECT:
FOUNDATION FORM
ARCHITECTURE & DEVELOPMENT
910 25TH STREET, SUITE 200
SAN DIEGO, CA 92102
P: 619.906.4006

CLIENT:
Porter24
18201 VENTURA BLVD STE 215
ENCINO, CA 91316
P: 818.650.8229

THE SUNSET WORL
8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

--

LIGHTING DETAILS

A4.2

BUILDING LIGHTING



8730 NORTH ELEVATION - NIGHT RENDER

ARCHITECT:
FOUNDATION OF FORM
ARCHITECTURE & DEVELOPMENT
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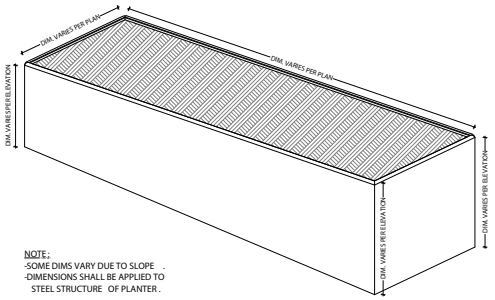
LIGHTING DETAILS

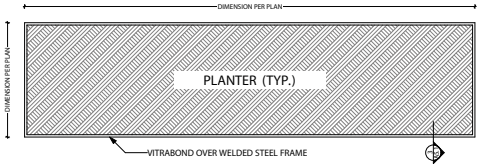
A4.3

BUILDING DETAILS

MATERIAL BOARD

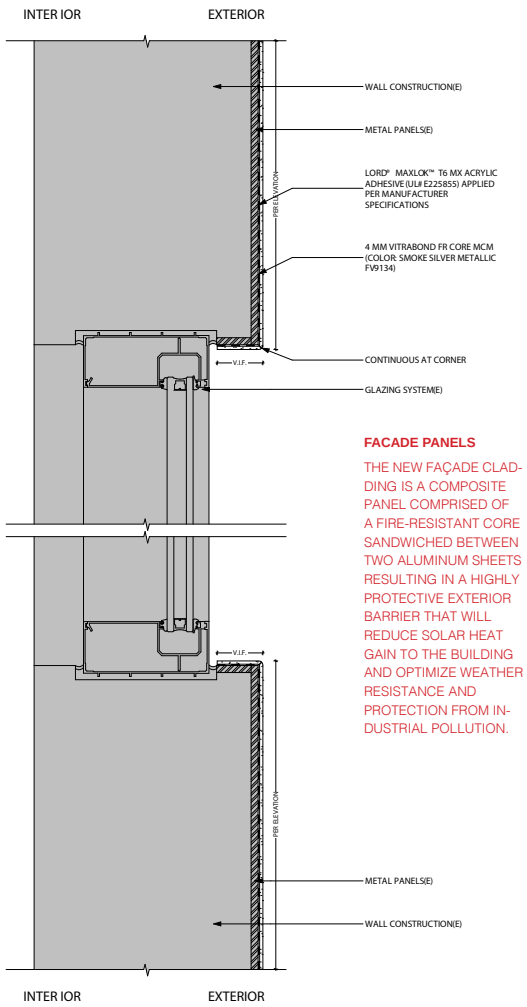






2 PLANTER TYP . 3" = 1' - 0"

VERTICAL SECTION VIEW



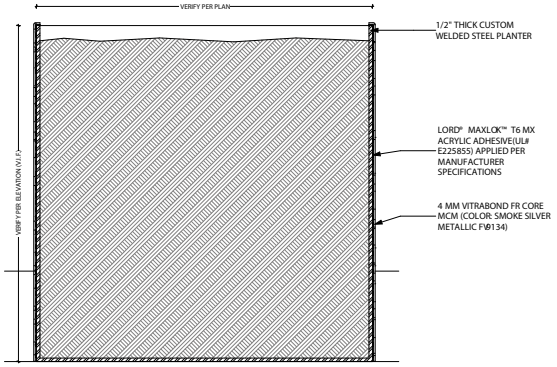
FACADE PANELS

THE NEW FAÇADE CLADDING IS A COMPOSITE PANEL COMPRISED OF A FIRE-RESISTANT CORE SANDWICHED BETWEEN TWO ALUMINUM SHEETS RESULTING IN A HIGHLY PROTECTIVE EXTERIOR BARRIER THAT WILL REDUCE SOLAR HEAT GAIN TO THE BUILDING AND OPTIMIZE WEATHER RESISTANCE AND PROTECTION FROM INDUSTRIAL POLLUTION.



EXTERIOR CLADDING
- COLOR SAMPLE





3 PLANTER SECTION GENERAL 3" = 1' - 0"

1 METAL PANEL DETAIL 6" = 1' - 0"

ARCHITECT:
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THE SUNSET WORL
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DETAILS

A5.1

LANDSCAPE DESIGN

THE SUNSET WORL
8730 Sunset Blvd West Hollywood, CA 90069

LANDSCAPE DESIGN

LANDSCAPE DESIGN

THE PROPOSED LANDSCAPE SCOPE OF WORK IS FOR THE EXTERIOR IMPROVEMENTS OF THE SUNSET WORL PROJECT AT 8730. IMPROVEMENTS INCLUDE NEW LANDSCAPING ADJACENT TO THE EXISTING BUILDING FAÇADE ALONG THE SUNSET BOULEVARD AND WITHIN THE EXISTING 2ND STORY CANOPY.

THESE IMPROVEMENTS WILL UTILIZE INDIGENOUS, DROUGHT RESISTANT PLANT SPECIES THAT WILL ILLUSTRATE WEST HOLLYWOOD'S RICH BOTANICAL HISTORY. IT WILL ALSO PROVIDE SUSTAINABLE GREEN SPACE WITH MINIMAL WATER AND UPKEEP. ADDITIONALLY, THE GARDEN IN THE LANDSCAPE PORTICO WILL ASSIST IN HEAT MITIGATION BY REDUCING THE BUILDING'S DEPENDENCY ON ACTIVE COOLING SYSTEMS. THE GARDEN WILL ALSO ACT AS AN "AIR FILTER," NATURALLY ENHANCING THE AIR QUALITY AT BOTH THE PEDESTRIAN LEVEL AND THE BUILDING'S ENTRANCE/LOBBY.

MAINTENANCE: ALL LANDSCAPING SHALL BE MAINTAINED CONSISTENT WITH THE APPROVED FINAL LANDSCAPE PLAN BY OWNER. MAINTENANCE OF APPROVED LANDSCAPE INSTALLATIONS SHALL CONSIST OF REGULAR WATERING, PRUNING, FERTILIZING, MULCHING, CLEARING OF DEBRIS AND WEEDS, REMOVAL AND REPLACEMENT OF DEAD PLANTS, AND REPAIR OF IRRIGATION SYSTEMS. IN-BED, DRIP IRRIGATION SYSTEMS WILL BE USED TO AVOID THE OVERSPRAY OF WATER INTO THE PUBLIC ROW. IRRIGATION SYSTEMS SHALL BE KEPT FREE OF LEAKS.

GENERAL NOTES

1. THE PROPERTY OWNER SHALL BE RESPONSIBLE FOR MAINTAINING ALL PROPOSED LANDSCAPE ELEMENTS IN ACCORDANCE WITH WHMC 19.26.080 (D) AND ALL ELEMENTS OF THE PARKWAY IN FRONT OF THE PROPERTY WITH THE EXCEPTION OF STREET TREES PER WHMC 11.46.060 (A-F).
2. THE PROPOSED PLANTINGS SHALL BE KEPT IN A NEAT MANNER AWAY FROM ADJACENT PAVED SURFACES AT ALL TIMES AND SHALL NOT OBSTRUCT OR INFRINGE UPON THE AREAS OF CURBS, WALKS, SIDEWALKS, OR DRIVEWAYS. PLANTINGS THAT ARE NOT NEAT AND OBSTRUCT OR INFRINGE UPON THE AREAS OF CURBS, WALKS, SIDEWALKS, OR DRIVEWAYS SHALL BE TRIMMED TO CREATE A NEAT APPEARANCE.
3. THE PROPERTY OWNER SHALL MAINTAIN ALL PROPOSED PLANTINGS IN A HEALTHY MANNER BY PROVIDING SUFFICIENT WATERING, SO AS TO ENSURE THE VIABILITY AND SUSTAINABILITY OF THE PLANTINGS. DEAD OR DYING PLANTINGS SHALL BE REPLACED.
4. THE PROPERTY OWNER SHALL MAINTAIN THE PROPER AMOUNT OF, AND ORDERLY COMPOSITION OF, ANY GROUND COVER MATERIALS. THE PROPERTY OWNER SHALL NOT ALLOW THE GROUND COVER MATERIALS TO DEPOSIT INTO THE PUBLIC ROW.
5. ALL IRRIGATION SYSTEMS WITHIN THE PROPERTY SHALL BE MAINTAINED BY THE PROPERTY OWNER IN A FUNCTIONING AND SUFFICIENT MANNER TO ENSURE THE VIABILITY AND SUSTAINABILITY OF THE PROPOSED PLANTINGS.
6. IN-BED, DRIP IRRIGATION SYSTEMS WILL BE USED TO AVOID THE OVER-SPRAY OF WATER INTO THE PUBLIC ROW. IRRIGATION SYSTEMS SHALL BE KEPT FREE OF LEAKS.
7. THE PROPERTY OWNER SHALL MAINTAIN THE PROPOSED PLANTINGS IN A MANNER THAT IS FREE OF RUBBISH, DEBRIS, WEEDS, DEAD FOLIAGE, ANIMAL WASTE, AND SPENT FLOWERS.

ARCHITECT:
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THE SUNSET WORL
8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

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LANDSCAPE DETAILS

L1.1

OWNER: **SUNSET TOWERS PARTNERSHIP**

PLANT SELECTIONS

SUCCULENTS


Aeonium spp.


Agave x 'Blue Flame'


Aloe x 'Grassy Lassie'


Senecio Mandraliscae


Sansevieria trifasciata


Senecio radicans

GRASSES / GRASS-LIKE


Carex tumulicola


Chondropetalum tectorum


Lygeum spartum


Lomandra longifolia

ACCENT PLANTS


Beaucarnia recurvata


Cordyline australis


Dracaena marginata

4407 Orchard Avenue
San Diego, CA 92107
619.995.1306
cpl-la.com

SHEET TITLE:
PLANTING CONCEPT IMAGERY

PROJECT | CLIENT:
Porter24
LANDSCAPE CONCEPT PLAN
8730 SUNSET BLVD
WEST HOLLYWOOD, CA 90069

REGISTERED LANDSCAPE ARCHITECT
MICHAEL DOUGLAS BROWN
No.5286
STATE OF CALIFORNIA

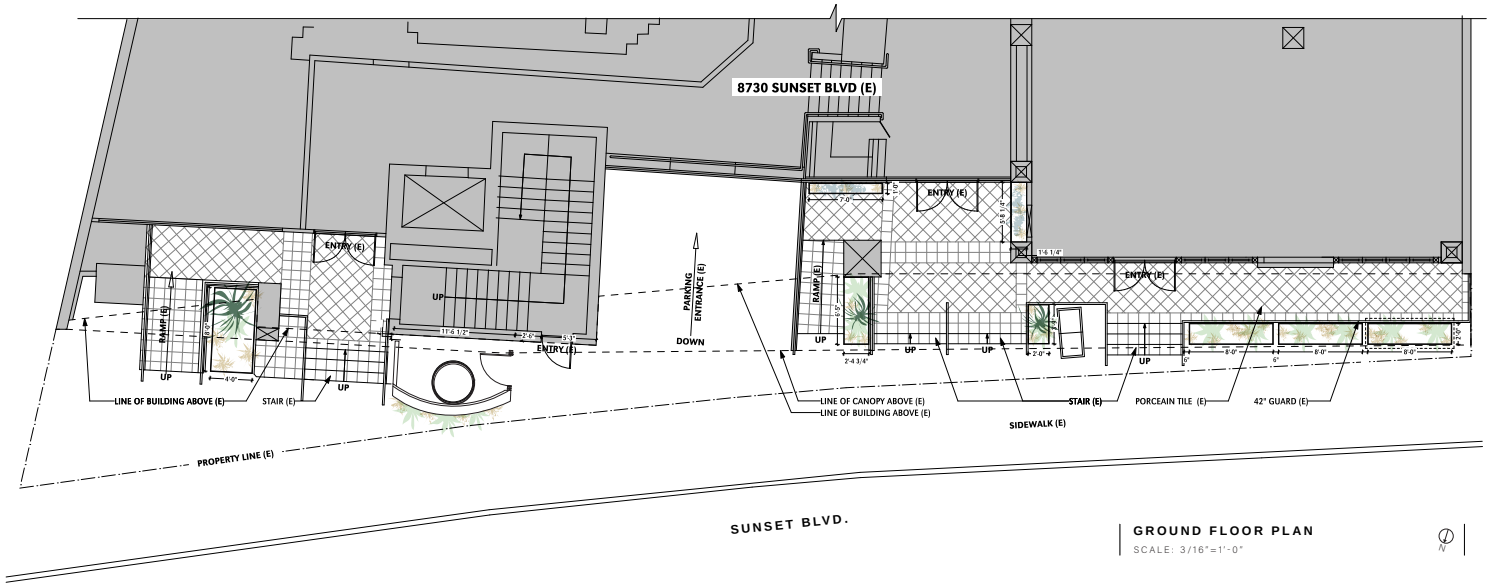
revisions

drawing prepared by -	CR
sheet plot date -	05-05-2021
carson douglas job number -	21-012
design start date -	05-03-2021

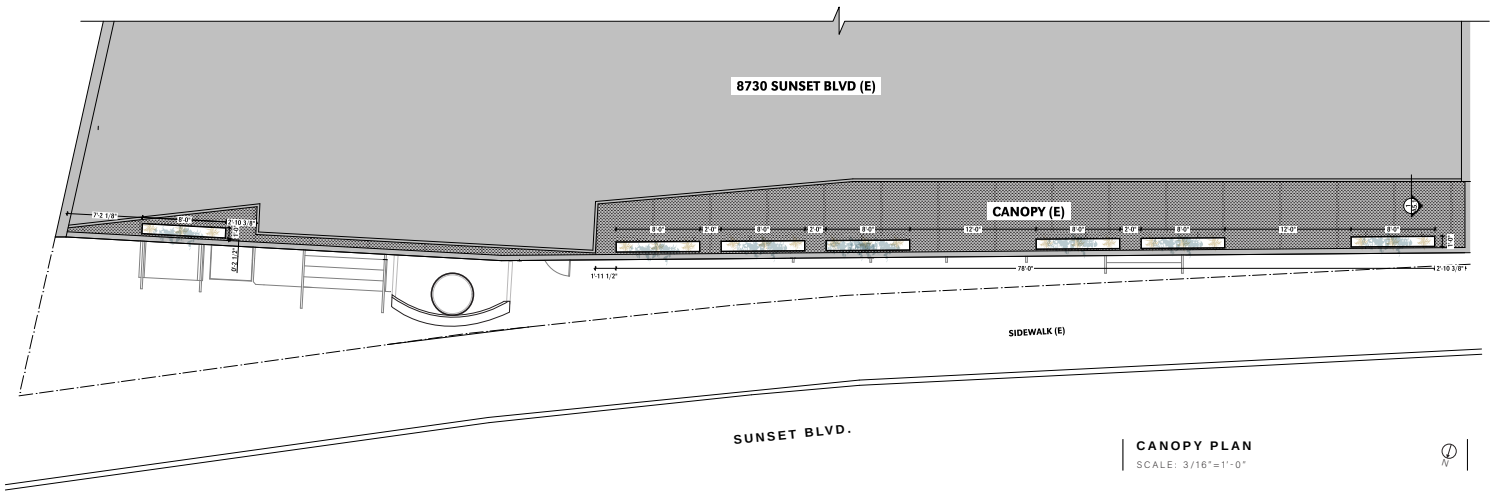
L-1

OWNER: **SUNSET TOWERS PARTNERSHIP**

LANDSCAPE PLANS



GROUND FLOOR PLAN
SCALE: 3/16"=1'-0"



CANOPY PLAN
SCALE: 3/16"=1'-0"

LEGEND

- LYGEUM SPARTUM
- AGAVE X 'BLUE FLAME'
- CORDYLINE AUSTRALIS
- SENECIO MANDRALISCAE
- (E) EXISTING

NOTES

1. WRITTEN DIMENSIONS TO PREVAIL OVER SCALING OF DRAWINGS. SUBCONTRACTOR TO VERIFY ALL DIM. PRIOR TO CONSTRUCTION AND IMMEDIATELY NOTIFY DESIGNER OF ANY DISCREPANCIES.

ARCHITECT:
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16200 VENTURA BLVD STE 215
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THE SUNSET WORL
8730 SUNSET BLVD.
WEST HOLLYWOOD, CA 90069

LANDSCAPE PLANS

L2.1

LANDSCAPE PLANTER DETAILS



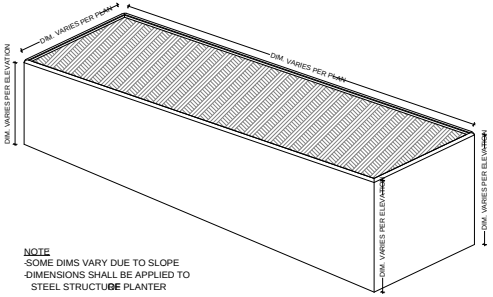
PLANTER BED PERSPECTIVE 01
NOT TO SCALE



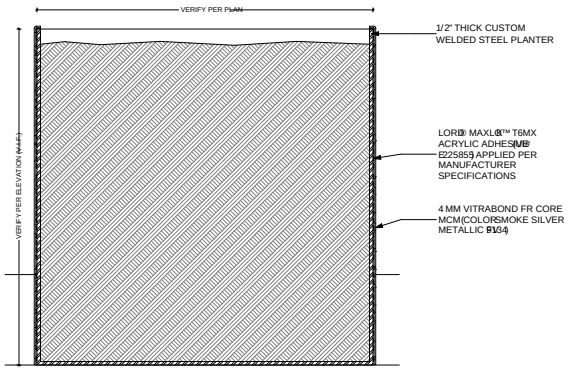
PLANTER BED PERSPECTIVE 02
NOT TO SCALE



PLANTER BED PERSPECTIVE 03
NOT TO SCALE



1 PLANTER TYP 3" = 1' - 0"



2 PLANTER SECTION GENERAL 3" = 1' - 0"

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THE SUNSET WORL
8730 SUNSET BLVD.
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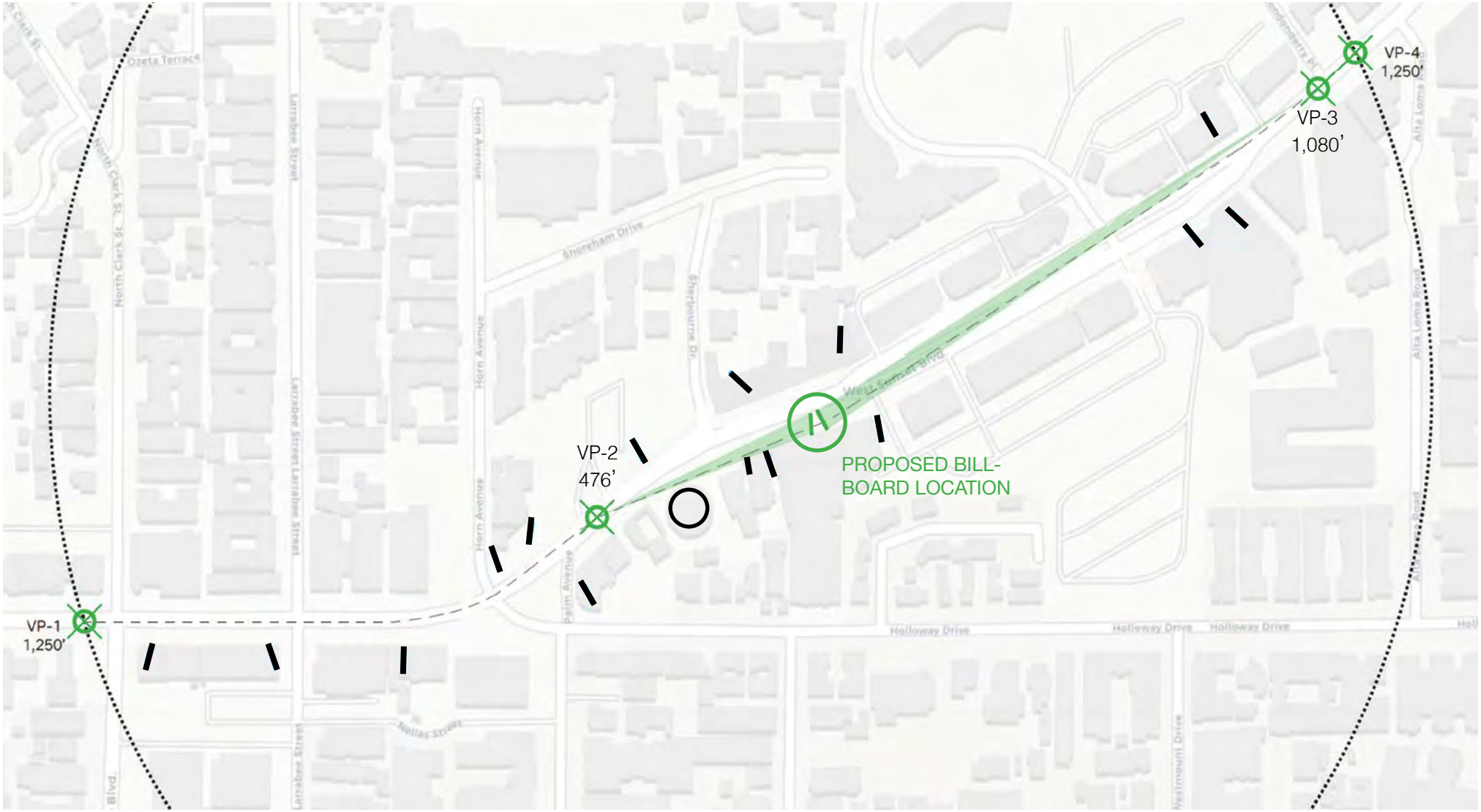
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PLANTER DETAILS

L3.1

VIEWSHED ANALYSIS

THE SUNSET WORL
8730 Sunset Blvd West Hollywood, CA 90069

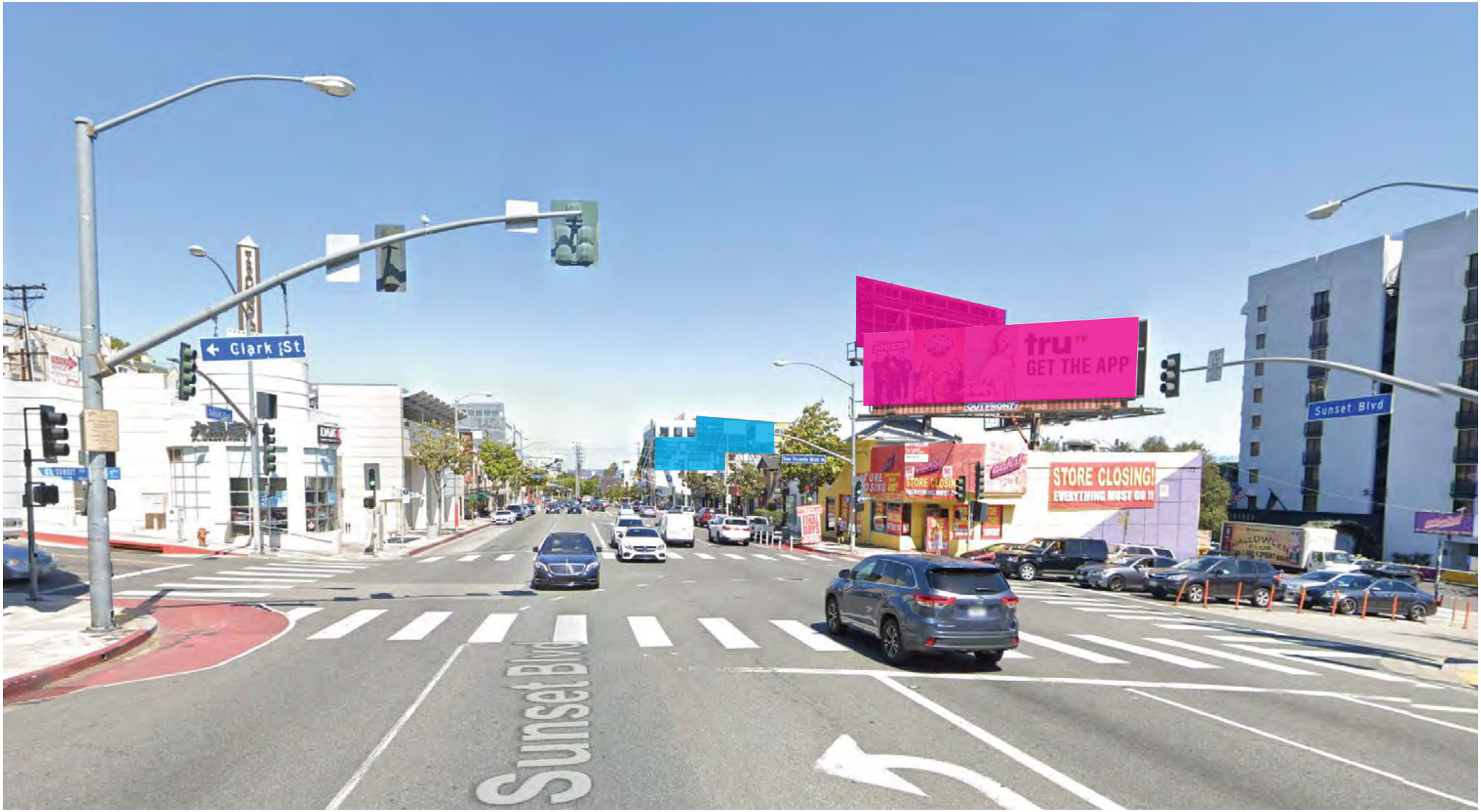


VIEWSHED ANALYSIS

SITE PLAN (PROPOSED BILLBOARD IS NOT VISIBLE BEYOND VANTAGE POINT 2 AND 3)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS



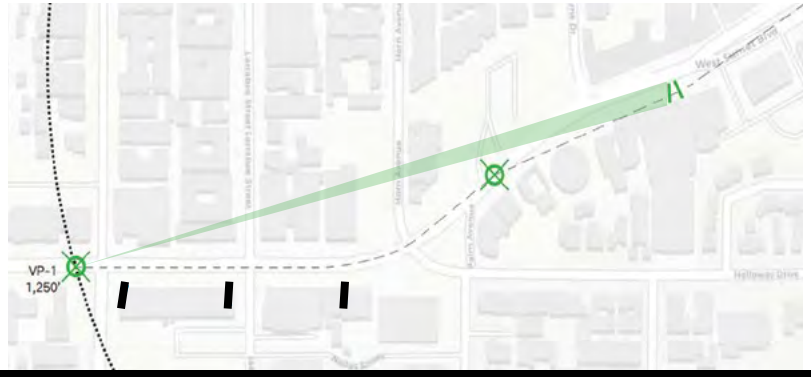
VIEWSHED ANALYSIS

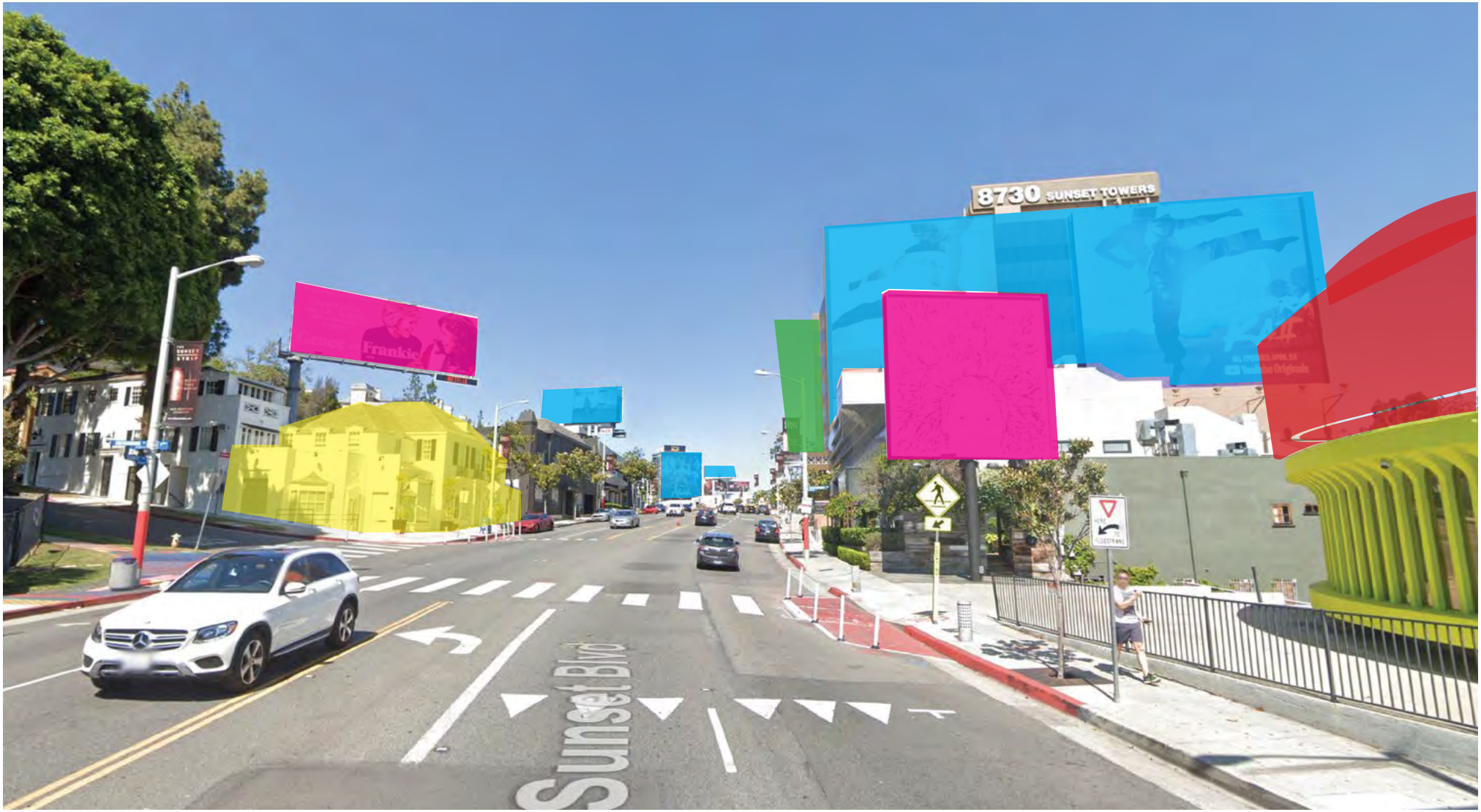
VANTAGE POINT 1 - WEST OF 8730 SUNSET BLVD AT CLARK ST (NO BLOCKAGE - PROPOSED BILLBOARD NOT VISIBLE FROM THIS POINT)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE





VIEWSHED ANALYSIS

VANTAGE POINT 2 - WEST OF 8730 SUNSET BLVD BEFORE SHERBOURNE DR. (NO BLOCKAGE)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE





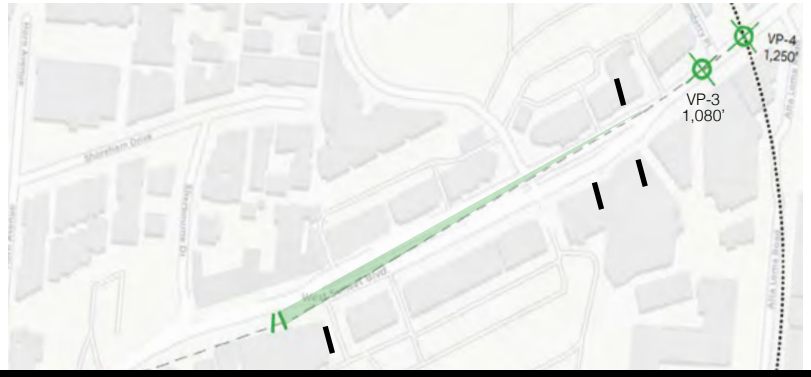
VIEWSHED ANALYSIS

VANTAGE POINT 3 - EAST OF 8730 SUNSET BLVD AT LONDONDERRY PL
(NO BLOCKAGE)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE





VIEWSHED ANALYSIS

VANTAGE POINT 3 - EAST OF 8730 SUNSET BLVD AT LONDONDERRY PL
(NO BLOCKAGE)

KEY NOTES

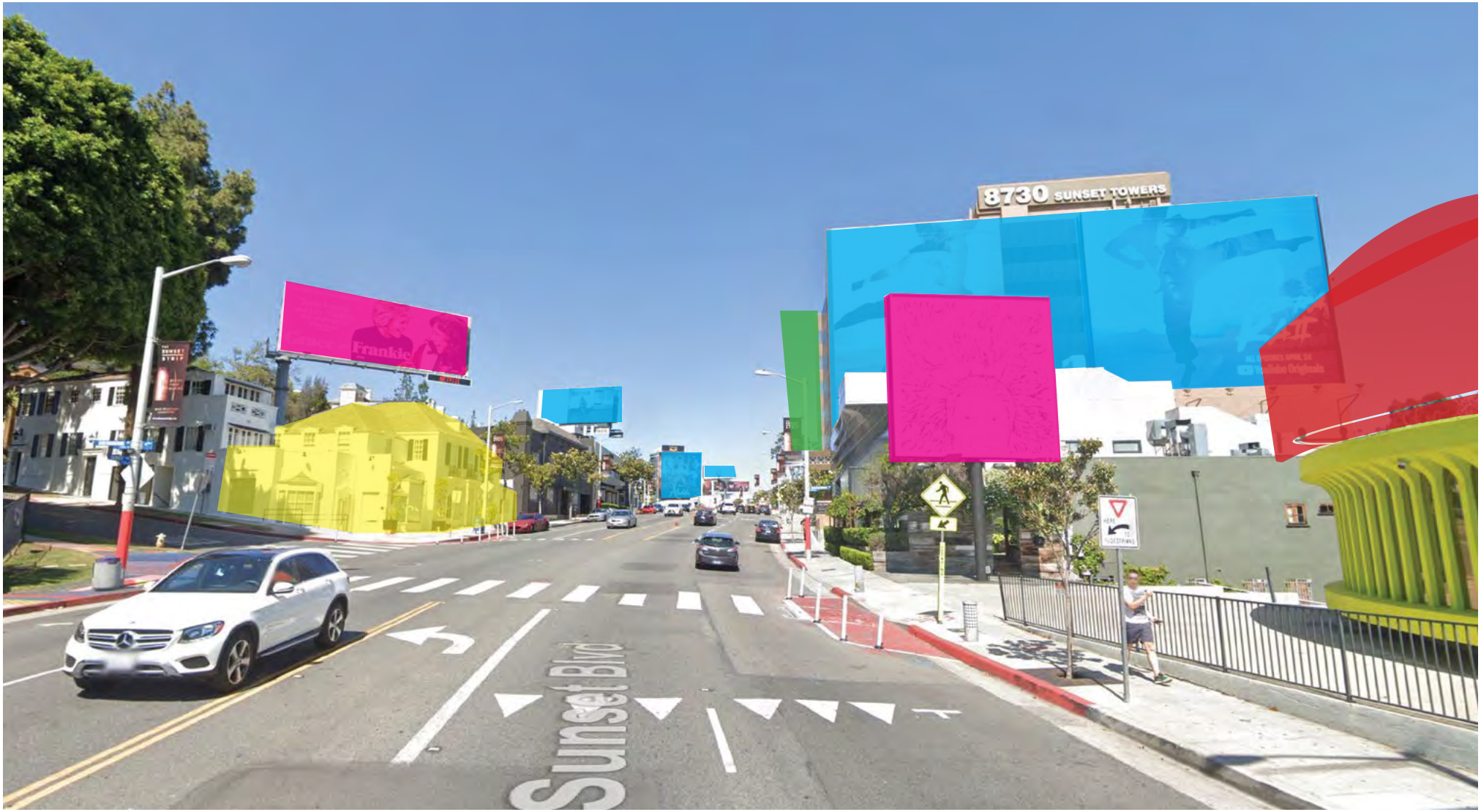
- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE



SIGHTLINE STUDIES

THE SUNSET WORL
8730 Sunset Blvd West Hollywood, CA 90069



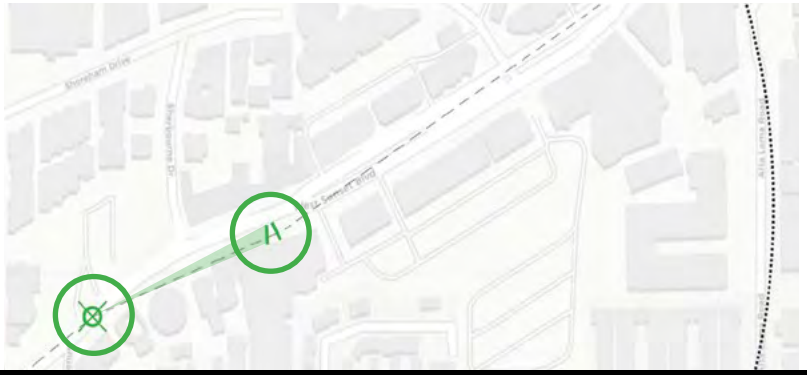
SIGHTLINE STUDIES

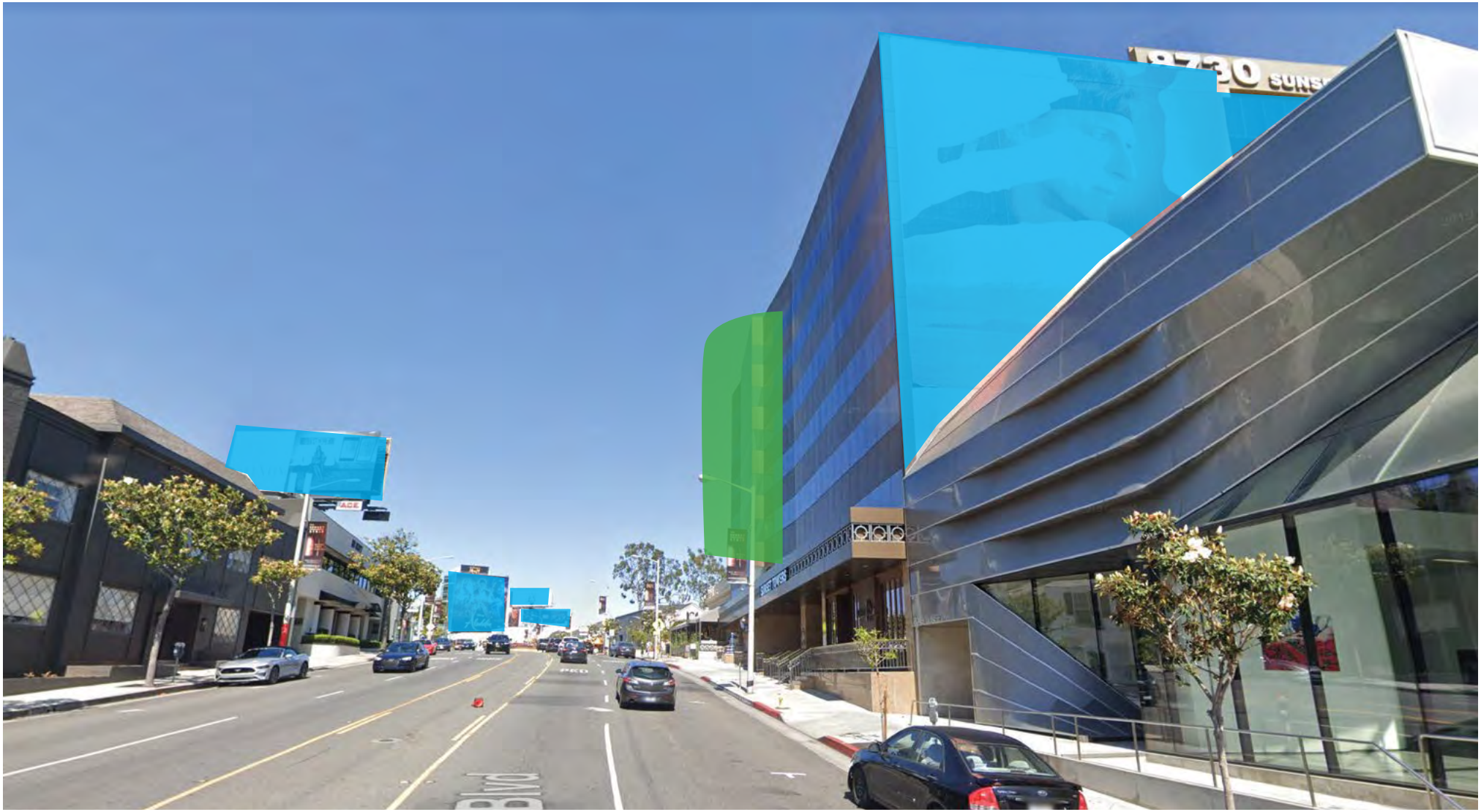
VANTAGE POINT 1 - WEST OF 8730 SUNSET BLVD BEFORE SHERBOURNE DR. (NO BLOCKAGE)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE





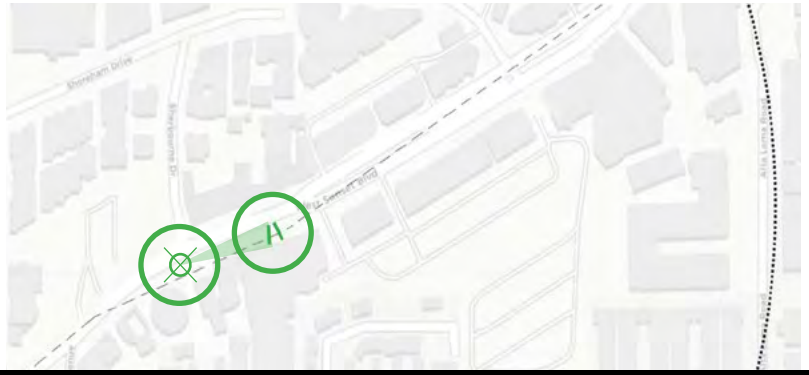
SIGHTLINE STUDIES

VANTAGE POINT 2 - WEST OF 8730 SUNSET BLVD AFTER SHERBOURNE DR. (NO BLOCKAGE)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE





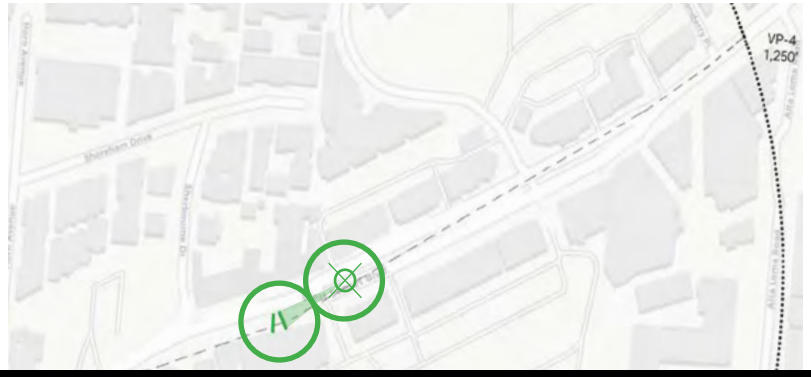
SIGHTLINE STUDIES

VANTAGE POINT 3 - EAST OF 8730 SUNSET BLVD AT 8671 SUNSET BLVD
NEAR CROSSWALK (NO BLOCKAGE)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE





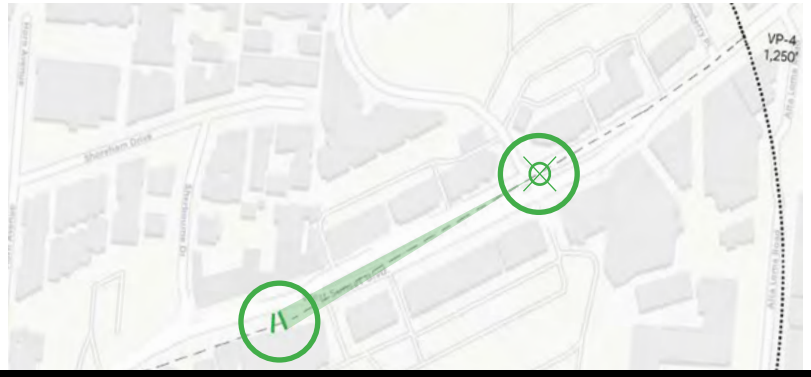
SIGHTLINE STUDIES

VANTAGE POINT 3 - EAST OF 8730 SUNSET BLVD AT SUNSET PLAZA (NO BLOCKAGE)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE





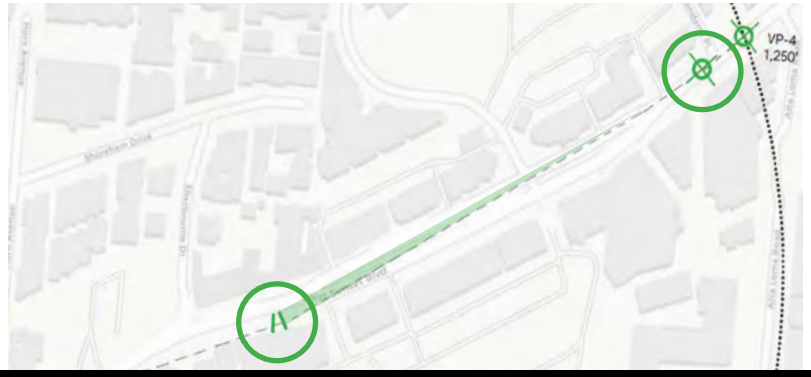
SIGHTLINE STUDIES

VANTAGE POINT 4 - EAST OF 8730 SUNSET BLVD AT LONDONDERRY PL
(NO BLOCKAGE)

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS

- THE SUNSET WORL
- EXISTING / PROPOSED BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCE



Appendix B

Air Quality, Greenhouse Gas Emissions, and Energy Calculations

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

8730 Sunset Boulevard Billboard Project

South Coast AQMD Air District, Summer

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
Unrefrigerated Warehouse-No Rail	0.10	1000sqft	0.00	100.00	0
City Park	0.02	Acre	0.02	740.52	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	31
Climate Zone	11			**Operational Year**	2022
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	390.98	**CH4 Intensity (lb/MWhr)**	0.033	**N2O Intensity (lb/MWhr)**	0.004

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Operational year 2022

Land Use - City Park = Vertical garden + planters. Warehouse = mechanical room

Construction Phase - Construction phasing information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

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Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Trips and VMT - Construction trip data provided by the project applicant.

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

On-road Fugitive Dust - CalEEMod default

Grading - Export of 45 CY of soil.

Architectural Coating - CalEEMod default

Vehicle Trips - Adjusted trip rates to reflect nature of project.

Vehicle Emission Factors - CalEEMod defaults

Vehicle Emission Factors - CalEEMod defaults

Vehicle Emission Factors - CalEEMod defaults

Area Coating - CalEEMod defaults

Energy Use - Energy demand of 335,000

Water And Wastewater - No indoor water use assumed.

Solid Waste - No solid waste is anticipated.

Construction Off-road Equipment Mitigation - Compliance with SCAQMD Rule 402.

Waste Mitigation - None.

Fleet Mix - CalEEMod Defaults.

Table Name	Column Name	Default Value	New Value
tblConstDustMitigation	WaterUnpavedRoadVehicleSpeed	0	15
tblConstructionPhase	NumDays	5.00	20.00
tblConstructionPhase	NumDays	100.00	4.00
tblConstructionPhase	NumDays	100.00	80.00
tblConstructionPhase	NumDays	2.00	1.00
tblConstructionPhase	NumDays	5.00	1.00
tblEnergyUse	LightingElect	1.91	0.00
tblEnergyUse	NT24E	1.34	3,350.00
tblEnergyUse	NT24NG	0.03	0.00
tblEnergyUse	T24E	0.58	0.00
tblEnergyUse	T24NG	0.83	0.00
tblGrading	MaterialExported	0.00	45.00

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

tblLandUse	LandUseSquareFeet	871.20	740.52
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	4.00	2.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	UsageHours	6.00	8.00
tblOffRoadEquipment	UsageHours	4.00	8.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	8.00	0.00
tblOffRoadEquipment	UsageHours	8.00	0.00
tblOffRoadEquipment	UsageHours	7.00	8.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblSolidWaste	SolidWasteGenerationRate	0.09	0.00
tblTripsAndVMT	HaulingTripNumber	0.00	24.00
tblTripsAndVMT	WorkerTripNumber	5.00	22.00
tblTripsAndVMT	WorkerTripNumber	8.00	22.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

tblTripsAndVMT	WorkerTripNumber	0.00	18.00
tblTripsAndVMT	WorkerTripNumber	0.00	2.00
tblVehicleTrips	ST_TR	1.96	0.00
tblVehicleTrips	ST_TR	1.74	0.00
tblVehicleTrips	SU_TR	2.19	0.00
tblVehicleTrips	SU_TR	1.74	0.00
tblVehicleTrips	WD_TR	0.78	0.00
tblVehicleTrips	WD_TR	1.74	0.70
tblWater	IndoorWaterUseRate	23,125.00	0.00

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2021	0.7184	8.1208	5.4121	0.0281	0.6657	0.3240	0.8428	0.1803	0.2986	0.3934	0.0000	2,882.2179	2,882.2179	0.3989	0.2656	2,971.3331
2022	0.3919	2.5775	4.7639	8.3500e-003	0.2236	0.1039	0.3274	0.0593	0.1021	0.1614	0.0000	811.1942	811.1942	0.1289	4.8900e-003	815.8737
Maximum	**0.7184**	**8.1208**	**5.4121**	**0.0281**	**0.6657**	**0.3240**	**0.8428**	**0.1803**	**0.2986**	**0.3934**	**0.0000**	**2,882.2179**	**2,882.2179**	**0.3989**	**0.2656**	**2,971.3331**

Mitigated Construction

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2021	0.7184	8.1208	5.4121	0.0281	0.6657	0.3240	0.8428	0.1803	0.2986	0.3930	0.0000	2,882.2179	2,882.2179	0.3989	0.2656	2,971.3331
2022	0.3919	2.5775	4.7639	8.3500e-003	0.2236	0.1039	0.3274	0.0593	0.1021	0.1614	0.0000	811.1942	811.1942	0.1289	4.8900e-003	815.8737
Maximum	**0.7184**	**8.1208**	**5.4121**	**0.0281**	**0.6657**	**0.3240**	**0.8428**	**0.1803**	**0.2986**	**0.3930**	**0.0000**	**2,882.2179**	**2,882.2179**	**0.3989**	**0.2656**	**2,971.3331**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Area	2.2700e-003	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Energy	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Mobile	2.5000e-004	3.3000e-004	2.8200e-003	1.0000e-005	6.3000e-004	1.0000e-005	6.4000e-004	1.7000e-004	0.0000	1.7000e-004		0.6504	0.6504	4.0000e-005	3.0000e-005	0.6591

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Total	**2.5200e-003**	**3.3000e-004**	**2.8300e-003**	**1.0000e-005**	**6.3000e-004**	**1.0000e-005**	**6.4000e-004**	**1.7000e-004**	**0.0000**	**1.7000e-004**		**0.6504**	**0.6504**	**4.0000e-005**	**3.0000e-005**	**0.6591**

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Area	2.2700e-003	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Energy	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Mobile	2.5000e-004	3.3000e-004	2.8200e-003	1.0000e-005	6.3000e-004	1.0000e-005	6.4000e-004	1.7000e-004	0.0000	1.7000e-004		0.6504	0.6504	4.0000e-005	3.0000e-005	0.6591
Total	**2.5200e-003**	**3.3000e-004**	**2.8300e-003**	**1.0000e-005**	**6.3000e-004**	**1.0000e-005**	**6.4000e-004**	**1.7000e-004**	**0.0000**	**1.7000e-004**		**0.6504**	**0.6504**	**4.0000e-005**	**3.0000e-005**	**0.6591**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM1	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Foundation Excavation	Grading	10/1/2021	10/1/2021	5	1	
2	Set Pole/Concrete Pour	Paving	10/4/2021	10/4/2021	5	1	

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

3	Pole Work	Building Construction	10/5/2021	10/8/2021	5	4	
4	Building Impremovemnts/Landscaping	Building Construction	10/11/2021	1/28/2022	5	80	
5	Architectural Coating	Architectural Coating	1/3/2022	1/28/2022	5	20	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 150; Non-Residential Outdoor: 50; Striped Parking Area: 0 (Architectural

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Foundation Excavation	Cranes	1	8.00	231	0.29
Foundation Excavation	Graders	0	0.00	187	0.41
Foundation Excavation	Rubber Tired Dozers	0	0.00	247	0.40
Foundation Excavation	Tractors/Loaders/Backhoes	1	8.00	97	0.37
Pole Work	Aerial Lifts	1	8.00	63	0.31
Pole Work	Cranes	1	8.00	231	0.29
Pole Work	Forklifts	0	0.00	89	0.20
Pole Work	Tractors/Loaders/Backhoes	0	0.00	97	0.37
Building Impremovemnts/Landscaping	Aerial Lifts	2	8.00	63	0.31
Building Impremovemnts/Landscaping	Forklifts	0	0.00	89	0.20
Building Impremovemnts/Landscaping	Tractors/Loaders/Backhoes	0	0.00	97	0.37
Set Pole/Concrete Pour	Bore/Drill Rigs	1	8.00	221	0.50
Set Pole/Concrete Pour	Cement and Mortar Mixers	2	8.00	9	0.56
Set Pole/Concrete Pour	Pavers	0	0.00	130	0.42
Set Pole/Concrete Pour	Rollers	0	0.00	80	0.38
Set Pole/Concrete Pour	Tractors/Loaders/Backhoes	0	0.00	97	0.37
Architectural Coating	Air Compressors	1	6.00	78	0.48

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Foundation Excavation	2	22.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Pole Work	2	12.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Improvements/Landsc	2	18.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Set Pole/Concrete Pour	3	22.00	0.00	24.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Architectural Coating	1	2.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

Water Exposed Area

Reduce Vehicle Speed on Unpaved Roads

3.2 Foundation Excavation - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					5.0900e-003	0.0000	5.0900e-003	7.7000e-004	0.0000	7.7000e-004			0.0000			0.0000
Off-Road	0.6002	6.7452	4.2431	8.8800e-003		0.3087	0.3087		0.2840	0.2840		859.6388	859.6388	0.2780		866.5895
Total	**0.6002**	**6.7452**	**4.2431**	**8.8800e-003**	**5.0900e-003**	**0.3087**	**0.3138**	**7.7000e-004**	**0.2840**	**0.2847**		**859.6388**	**859.6388**	**0.2780**		**866.5895**

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0362	1.0753	0.2525	3.7400e-003	0.1050	0.0138	0.1188	0.0288	0.0132	0.0420		409.2311	409.2311	0.0217	0.0649	429.1235
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0820	0.0605	0.9165	2.3000e-003	0.2459	1.5700e-003	0.2475	0.0652	1.4400e-003	0.0667		232.1983	232.1983	6.5700e-003	5.8500e-003	234.1072
Total	**0.1182**	**1.1358**	**1.1690**	**6.0400e-003**	**0.3509**	**0.0154**	**0.3662**	**0.0940**	**0.0147**	**0.1086**		**641.4294**	**641.4294**	**0.0283**	**0.0708**	**663.2307**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					2.2900e-003	0.0000	2.2900e-003	3.5000e-004	0.0000	3.5000e-004			0.0000			0.0000
Off-Road	0.6002	6.7452	4.2431	8.8800e-003		0.3087	0.3087		0.2840	0.2840	0.0000	859.6388	859.6388	0.2780		866.5895
Total	**0.6002**	**6.7452**	**4.2431**	**8.8800e-003**	**2.2900e-003**	**0.3087**	**0.3110**	**3.5000e-004**	**0.2840**	**0.2843**	**0.0000**	**859.6388**	**859.6388**	**0.2780**		**866.5895**

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0362	1.0753	0.2525	3.7400e-003	0.1050	0.0138	0.1188	0.0288	0.0132	0.0420		409.2311	409.2311	0.0217	0.0649	429.1235
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0820	0.0605	0.9165	2.3000e-003	0.2459	1.5700e-003	0.2475	0.0652	1.4400e-003	0.0667		232.1983	232.1983	6.5700e-003	5.8500e-003	234.1072
Total	**0.1182**	**1.1358**	**1.1690**	**6.0400e-003**	**0.3509**	**0.0154**	**0.3662**	**0.0940**	**0.0147**	**0.1086**		**641.4294**	**641.4294**	**0.0283**	**0.0708**	**663.2307**

3.3 Set Pole/Concrete Pour - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3757	3.7591	2.6907	0.0109		0.1203	0.1203		0.1129	0.1129		1,013.0950	1,013.0950	0.3055		1,020.7318
Paving	0.0000					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Total	**0.3757**	**3.7591**	**2.6907**	**0.0109**		**0.1203**	**0.1203**		**0.1129**	**0.1129**		**1,013.0950**	**1,013.0950**	**0.3055**		**1,020.7318**

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.1449	4.3011	1.0100	0.0150	0.4198	0.0553	0.4751	0.1151	0.0529	0.1679		1,636.9245	1,636.9245	0.0869	0.2597	1,716.4942
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0820	0.0605	0.9165	2.3000e-003	0.2459	1.5700e-003	0.2475	0.0652	1.4400e-003	0.0667		232.1983	232.1983	6.5700e-003	5.8500e-003	234.1072
Total	**0.2268**	**4.3617**	**1.9265**	**0.0173**	**0.6657**	**0.0568**	**0.7225**	**0.1803**	**0.0543**	**0.2346**		**1,869.1228**	**1,869.1228**	**0.0934**	**0.2656**	**1,950.6014**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3757	3.7591	2.6907	0.0109		0.1203	0.1203		0.1129	0.1129	0.0000	1,013.0950	1,013.0950	0.3055		1,020.7318
Paving	0.0000					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Total	**0.3757**	**3.7591**	**2.6907**	**0.0109**		**0.1203**	**0.1203**		**0.1129**	**0.1129**	**0.0000**	**1,013.0950**	**1,013.0950**	**0.3055**		**1,020.7318**

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.1449	4.3011	1.0100	0.0150	0.4198	0.0553	0.4751	0.1151	0.0529	0.1679		1,636.9245	1,636.9245	0.0869	0.2597	1,716.4942
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0820	0.0605	0.9165	2.3000e-003	0.2459	1.5700e-003	0.2475	0.0652	1.4400e-003	0.0667		232.1983	232.1983	6.5700e-003	5.8500e-003	234.1072
Total	**0.2268**	**4.3617**	**1.9265**	**0.0173**	**0.6657**	**0.0568**	**0.7225**	**0.1803**	**0.0543**	**0.2346**		**1,869.1228**	**1,869.1228**	**0.0934**	**0.2656**	**1,950.6014**

3.4 Pole Work - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.4504	5.4500	3.0769	7.4500e-003		0.2083	0.2083		0.1917	0.1917		721.3586	721.3586	0.2333		727.1912
Total	**0.4504**	**5.4500**	**3.0769**	**7.4500e-003**		**0.2083**	**0.2083**		**0.1917**	**0.1917**		**721.3586**	**721.3586**	**0.2333**		**727.1912**

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0447	0.0330	0.4999	1.2500e-003	0.1341	8.6000e-004	0.1350	0.0356	7.9000e-004	0.0364		126.6536	126.6536	3.5800e-003	3.1900e-003	127.6948
Total	**0.0447**	**0.0330**	**0.4999**	**1.2500e-003**	**0.1341**	**8.6000e-004**	**0.1350**	**0.0356**	**7.9000e-004**	**0.0364**		**126.6536**	**126.6536**	**3.5800e-003**	**3.1900e-003**	**127.6948**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.4504	5.4500	3.0769	7.4500e-003		0.2083	0.2083		0.1917	0.1917	0.0000	721.3586	721.3586	0.2333		727.1912
Total	**0.4504**	**5.4500**	**3.0769**	**7.4500e-003**		**0.2083**	**0.2083**		**0.1917**	**0.1917**	**0.0000**	**721.3586**	**721.3586**	**0.2333**		**727.1912**

Mitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0447	0.0330	0.4999	1.2500e-003	0.1341	8.6000e-004	0.1350	0.0356	7.9000e-004	0.0364		126.6536	126.6536	3.5800e-003	3.1900e-003	127.6948
Total	**0.0447**	**0.0330**	**0.4999**	**1.2500e-003**	**0.1341**	**8.6000e-004**	**0.1350**	**0.0356**	**7.9000e-004**	**0.0364**		**126.6536**	**126.6536**	**3.5800e-003**	**3.1900e-003**	**127.6948**

3.5 Building Impremovemnts/Landscaping - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0750	1.2012	2.1881	3.3600e-003		0.0229	0.0229		0.0211	0.0211		325.2397	325.2397	0.1052		327.8694
Total	**0.0750**	**1.2012**	**2.1881**	**3.3600e-003**		**0.0229**	**0.0229**		**0.0211**	**0.0211**		**325.2397**	**325.2397**	**0.1052**		**327.8694**

Unmitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0671	0.0495	0.7499	1.8800e-003	0.2012	1.2800e-003	0.2025	0.0534	1.1800e-003	0.0545		189.9804	189.9804	5.3800e-003	4.7900e-003	191.5423
Total	**0.0671**	**0.0495**	**0.7499**	**1.8800e-003**	**0.2012**	**1.2800e-003**	**0.2025**	**0.0534**	**1.1800e-003**	**0.0545**		**189.9804**	**189.9804**	**5.3800e-003**	**4.7900e-003**	**191.5423**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0750	1.2012	2.1881	3.3600e-003		0.0229	0.0229		0.0211	0.0211	0.0000	325.2397	325.2397	0.1052		327.8694
Total	**0.0750**	**1.2012**	**2.1881**	**3.3600e-003**		**0.0229**	**0.0229**		**0.0211**	**0.0211**	**0.0000**	**325.2397**	**325.2397**	**0.1052**		**327.8694**

Mitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0671	0.0495	0.7499	1.8800e-003	0.2012	1.2800e-003	0.2025	0.0534	1.1800e-003	0.0545		189.9804	189.9804	5.3800e-003	4.7900e-003	191.5423
Total	**0.0671**	**0.0495**	**0.7499**	**1.8800e-003**	**0.2012**	**1.2800e-003**	**0.2025**	**0.0534**	**1.1800e-003**	**0.0545**		**189.9804**	**189.9804**	**5.3800e-003**	**4.7900e-003**	**191.5423**

3.5 Building Impremovemnts/Landscaping - 2022

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0721	1.1206	2.1880	3.3600e-003		0.0208	0.0208		0.0191	0.0191		325.2397	325.2397	0.1052		327.8694
Total	**0.0721**	**1.1206**	**2.1880**	**3.3600e-003**		**0.0208**	**0.0208**		**0.0191**	**0.0191**		**325.2397**	**325.2397**	**0.1052**		**327.8694**

Unmitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0620	0.0436	0.6861	1.8200e-003	0.2012	1.2000e-003	0.2024	0.0534	1.1000e-003	0.0545		184.0558	184.0558	4.8100e-003	4.4000e-003	185.4883
Total	**0.0620**	**0.0436**	**0.6861**	**1.8200e-003**	**0.2012**	**1.2000e-003**	**0.2024**	**0.0534**	**1.1000e-003**	**0.0545**		**184.0558**	**184.0558**	**4.8100e-003**	**4.4000e-003**	**185.4883**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0721	1.1206	2.1880	3.3600e-003		0.0208	0.0208		0.0191	0.0191	0.0000	325.2397	325.2397	0.1052		327.8694
Total	**0.0721**	**1.1206**	**2.1880**	**3.3600e-003**		**0.0208**	**0.0208**		**0.0191**	**0.0191**	**0.0000**	**325.2397**	**325.2397**	**0.1052**		**327.8694**

Mitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0620	0.0436	0.6861	1.8200e-003	0.2012	1.2000e-003	0.2024	0.0534	1.1000e-003	0.0545		184.0558	184.0558	4.8100e-003	4.4000e-003	185.4883
Total	**0.0620**	**0.0436**	**0.6861**	**1.8200e-003**	**0.2012**	**1.2000e-003**	**0.2024**	**0.0534**	**1.1000e-003**	**0.0545**		**184.0558**	**184.0558**	**4.8100e-003**	**4.4000e-003**	**185.4883**

3.6 Architectural Coating - 2022

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	0.0464					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Off-Road	0.2045	1.4085	1.8136	2.9700e-003		0.0817	0.0817		0.0817	0.0817		281.4481	281.4481	0.0183		281.9062
Total	**0.2509**	**1.4085**	**1.8136**	**2.9700e-003**		**0.0817**	**0.0817**		**0.0817**	**0.0817**		**281.4481**	**281.4481**	**0.0183**		**281.9062**

Unmitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	6.8900e-003	4.8400e-003	0.0762	2.0000e-004	0.0224	1.3000e-004	0.0225	5.9300e-003	1.2000e-004	6.0500e-003		20.4507	20.4507	5.3000e-004	4.9000e-004	20.6098
Total	**6.8900e-003**	**4.8400e-003**	**0.0762**	**2.0000e-004**	**0.0224**	**1.3000e-004**	**0.0225**	**5.9300e-003**	**1.2000e-004**	**6.0500e-003**		**20.4507**	**20.4507**	**5.3000e-004**	**4.9000e-004**	**20.6098**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	0.0464					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Off-Road	0.2045	1.4085	1.8136	2.9700e-003		0.0817	0.0817		0.0817	0.0817	0.0000	281.4481	281.4481	0.0183		281.9062
Total	**0.2509**	**1.4085**	**1.8136**	**2.9700e-003**		**0.0817**	**0.0817**		**0.0817**	**0.0817**	**0.0000**	**281.4481**	**281.4481**	**0.0183**		**281.9062**

Mitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day											lb/day				
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	6.8900e-003	4.8400e-003	0.0762	2.0000e-004	0.0224	1.3000e-004	0.0225	5.9300e-003	1.2000e-004	6.0500e-003		20.4507	20.4507	5.3000e-004	4.9000e-004	20.6098
Total	**6.8900e-003**	**4.8400e-003**	**0.0762**	**2.0000e-004**	**0.0224**	**1.3000e-004**	**0.0225**	**5.9300e-003**	**1.2000e-004**	**6.0500e-003**		**20.4507**	**20.4507**	**5.3000e-004**	**4.9000e-004**	**20.6098**

4.0 Operational Detail - Mobile

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day											lb/day				
Mitigated	2.5000e-004	3.3000e-004	2.8200e-003	1.0000e-005	6.3000e-004	1.0000e-005	6.4000e-004	1.7000e-004	0.0000	1.7000e-004		0.6504	0.6504	4.0000e-005	3.0000e-005	0.6591
Unmitigated	2.5000e-004	3.3000e-004	2.8200e-003	1.0000e-005	6.3000e-004	1.0000e-005	6.4000e-004	1.7000e-004	0.0000	1.7000e-004		0.6504	0.6504	4.0000e-005	3.0000e-005	0.6591

4.2 Trip Summary Information

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	Average Daily Trip Rate			Unmitigated	Mitigated
Land Use	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
City Park	0.00	0.00	0.00		
Unrefrigerated Warehouse-No Rail	0.07	0.00	0.00	214	214
Total	0.07	0.00	0.00	214	214

4.3 Trip Type Information

	Miles			Trip %			Trip Purpose %		
Land Use	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW	Primary	Diverted	Pass-by
City Park	16.60	8.40	6.90	33.00	48.00	19.00	66	28	6
Unrefrigerated Warehouse-No Rail	16.60	8.40	6.90	59.00	0.00	41.00	92	5	3

4.4 Fleet Mix

Land Use	LDA	LDT1	LDT2	MDV	LHD1	LHD2	MHD	HHD	OBUS	UBUS	MCY	SBUS	MH
City Park	0.543376	0.059966	0.184357	0.131187	0.023843	0.006245	0.012012	0.009162	0.000826	0.000515	0.023898	0.000748	0.003864
Unrefrigerated Warehouse-No Rail	0.543376	0.059966	0.184357	0.131187	0.023843	0.006245	0.012012	0.009162	0.000826	0.000515	0.023898	0.000748	0.003864

5.0 Energy Detail

Historical Energy Use: N

5.1 Mitigation Measures Energy

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

NaturalGas Mitigated	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
NaturalGas Unmitigated	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000

5.2 Energy by Land Use - NaturalGas

Unmitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU/yr	lb/day										lb/day					
City Park	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Total		**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

Mitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU/yr	lb/day										lb/day					
City Park	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Total		**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Mitigated	2.2700e-003	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Unmitigated	2.2700e-003	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	lb/day										lb/day					
Architectural Coating	2.5000e-004					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Consumer Products	2.0200e-003					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Landscaping	0.0000	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Total	**2.2700e-003**	**0.0000**	**1.0000e-005**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**3.0000e-005**	**3.0000e-005**	**0.0000**		**3.0000e-005**

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	lb/day										lb/day					
Architectural Coating	2.5000e-004					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Consumer Products	2.0200e-003					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Landscaping	0.0000	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Total	**2.2700e-003**	**0.0000**	**1.0000e-005**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**3.0000e-005**	**3.0000e-005**	**0.0000**		**3.0000e-005**

7.0 Water Detail

7.1 Mitigation Measures Water

8.0 Waste Detail

8.1 Mitigation Measures Waste

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Summer

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Institute Recycling and Composting Services

9.0 Operational Offroad

Equipment Type	Number	Hours/Day	Days/Year	Horse Power	Load Factor	Fuel Type

10.0 Stationary Equipment

Fire Pumps and Emergency Generators

Equipment Type	Number	Hours/Day	Hours/Year	Horse Power	Load Factor	Fuel Type

Boilers

Equipment Type	Number	Heat Input/Day	Heat Input/Year	Boiler Rating	Fuel Type

User Defined Equipment

Equipment Type	Number

11.0 Vegetation

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

8730 Sunset Boulevard Billboard Project

South Coast AQMD Air District, Winter

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
Unrefrigerated Warehouse-No Rail	0.10	1000sqft	0.00	100.00	0
City Park	0.02	Acre	0.02	740.52	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	31
Climate Zone	11			**Operational Year**	2022
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	390.98	**CH4 Intensity (lb/MWhr)**	0.033	**N2O Intensity (lb/MWhr)**	0.004

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Operational year 2022

Land Use - City Park = Vertical garden + planters. Warehouse = mechanical room

Construction Phase -Construction phasing information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Trips and VMT - Construction trip data provided by the project applicant.

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

On-road Fugitive Dust - CalEEMod default

Grading - Export of 45 CY of soil.

Architectural Coating - CalEEMod default

Vehicle Trips - Adjusted trip rates to reflect nature of project.

Vehicle Emission Factors - CalEEMod default

Vehicle Emission Factors - CalEEMod default

Vehicle Emission Factors - CalEEMod default

Area Coating - CalEEMod defaults

Energy Use - Energy demand of 335,000

Water And Wastewater - No indoor water use assumed.

Solid Waste - No solid waste is anticipated.

Construction Off-road Equipment Mitigation - Compliance with SCAQMD Rule 402.

Waste Mitigation - None.

Fleet Mix - CalEEMod Defaults.

Table Name	Column Name	Default Value	New Value
tblConstDustMitigation	WaterUnpavedRoadVehicleSpeed	0	15
tblConstructionPhase	NumDays	5.00	20.00
tblConstructionPhase	NumDays	100.00	4.00
tblConstructionPhase	NumDays	100.00	80.00
tblConstructionPhase	NumDays	2.00	1.00
tblConstructionPhase	NumDays	5.00	1.00
tblEnergyUse	LightingElect	1.91	0.00
tblEnergyUse	NT24E	1.34	3,350.00
tblEnergyUse	NT24NG	0.03	0.00
tblEnergyUse	T24E	0.58	0.00
tblEnergyUse	T24NG	0.83	0.00
tblGrading	MaterialExported	0.00	45.00

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

tblLandUse	LandUseSquareFeet	871.20	740.52
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	4.00	2.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	UsageHours	6.00	8.00
tblOffRoadEquipment	UsageHours	4.00	8.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	8.00	0.00
tblOffRoadEquipment	UsageHours	8.00	0.00
tblOffRoadEquipment	UsageHours	7.00	8.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblSolidWaste	SolidWasteGenerationRate	0.09	0.00
tblTripsAndVMT	HaulingTripNumber	0.00	24.00
tblTripsAndVMT	WorkerTripNumber	5.00	22.00
tblTripsAndVMT	WorkerTripNumber	8.00	22.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

tblTripsAndVMT	WorkerTripNumber	0.00	18.00
tblTripsAndVMT	WorkerTripNumber	0.00	2.00
tblVehicleTrips	ST_TR	1.96	0.00
tblVehicleTrips	ST_TR	1.74	0.00
tblVehicleTrips	SU_TR	2.19	0.00
tblVehicleTrips	SU_TR	1.74	0.00
tblVehicleTrips	WD_TR	0.78	0.00
tblVehicleTrips	WD_TR	1.74	0.70
tblWater	IndoorWaterUseRate	23,125.00	0.00

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2021	0.7217	8.3113	5.3276	0.0280	0.6657	0.3241	0.8429	0.1803	0.2986	0.3934	0.0000	2,868.9801	2,868.9801	0.3988	0.2660	2,958.2168
2022	0.3955	2.5820	4.6907	8.2400e-003	0.2236	0.1039	0.3274	0.0593	0.1021	0.1614	0.0000	799.3032	799.3032	0.1289	5.1900e-003	804.0734
Maximum	**0.7217**	**8.3113**	**5.3276**	**0.0280**	**0.6657**	**0.3241**	**0.8429**	**0.1803**	**0.2986**	**0.3934**	**0.0000**	**2,868.9801**	**2,868.9801**	**0.3988**	**0.2660**	**2,958.2168**

Mitigated Construction

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2021	0.7217	8.3113	5.3276	0.0280	0.6657	0.3241	0.8429	0.1803	0.2986	0.3930	0.0000	2,868.9801	2,868.9801	0.3988	0.2660	2,958.2168
2022	0.3955	2.5820	4.6907	8.2400e-003	0.2236	0.1039	0.3274	0.0593	0.1021	0.1614	0.0000	799.3032	799.3032	0.1289	5.1900e-003	804.0734
Maximum	**0.7217**	**8.3113**	**5.3276**	**0.0280**	**0.6657**	**0.3241**	**0.8429**	**0.1803**	**0.2986**	**0.3930**	**0.0000**	**2,868.9801**	**2,868.9801**	**0.3988**	**0.2660**	**2,958.2168**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Area	2.2700e-003	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Energy	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Mobile	2.4000e-004	3.5000e-004	2.6900e-003	1.0000e-005	6.3000e-004	1.0000e-005	6.4000e-004	1.7000e-004	0.0000	1.7000e-004		0.6198	0.6198	4.0000e-005	3.0000e-005	0.6289

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Total	**2.5100e-003**	**3.5000e-004**	**2.7000e-003**	**1.0000e-005**	**6.3000e-004**	**1.0000e-005**	**6.4000e-004**	**1.7000e-004**	**0.0000**	**1.7000e-004**		**0.6199**	**0.6199**	**4.0000e-005**	**3.0000e-005**	**0.6289**

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Area	2.2700e-003	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Energy	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Mobile	2.4000e-004	3.5000e-004	2.6900e-003	1.0000e-005	6.3000e-004	1.0000e-005	6.4000e-004	1.7000e-004	0.0000	1.7000e-004		0.6198	0.6198	4.0000e-005	3.0000e-005	0.6289
Total	**2.5100e-003**	**3.5000e-004**	**2.7000e-003**	**1.0000e-005**	**6.3000e-004**	**1.0000e-005**	**6.4000e-004**	**1.7000e-004**	**0.0000**	**1.7000e-004**		**0.6199**	**0.6199**	**4.0000e-005**	**3.0000e-005**	**0.6289**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM1	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Foundation Excavation	Grading	10/1/2021	10/1/2021	5	1	
2	Set Pole/Concrete Pour	Paving	10/4/2021	10/4/2021	5	1	

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

3	Pole Work	Building Construction	10/5/2021	10/8/2021	5	4	
4	Building Impremovemnts/Landscaping	Building Construction	10/11/2021	1/28/2022	5	80	
5	Architectural Coating	Architectural Coating	1/3/2022	1/28/2022	5	20	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 150; Non-Residential Outdoor: 50; Striped Parking Area: 0 (Architectural

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Foundation Excavation	Cranes	1	8.00	231	0.29
Foundation Excavation	Graders	0	0.00	187	0.41
Foundation Excavation	Rubber Tired Dozers	0	0.00	247	0.40
Foundation Excavation	Tractors/Loaders/Backhoes	1	8.00	97	0.37
Pole Work	Aerial Lifts	1	8.00	63	0.31
Pole Work	Cranes	1	8.00	231	0.29
Pole Work	Forklifts	0	0.00	89	0.20
Pole Work	Tractors/Loaders/Backhoes	0	0.00	97	0.37
Building Impremovemnts/Landscaping	Aerial Lifts	2	8.00	63	0.31
Building Impremovemnts/Landscaping	Forklifts	0	0.00	89	0.20
Building Impremovemnts/Landscaping	Tractors/Loaders/Backhoes	0	0.00	97	0.37
Set Pole/Concrete Pour	Bore/Drill Rigs	1	8.00	221	0.50
Set Pole/Concrete Pour	Cement and Mortar Mixers	2	8.00	9	0.56
Set Pole/Concrete Pour	Pavers	0	0.00	130	0.42
Set Pole/Concrete Pour	Rollers	0	0.00	80	0.38
Set Pole/Concrete Pour	Tractors/Loaders/Backhoes	0	0.00	97	0.37
Architectural Coating	Air Compressors	1	6.00	78	0.48

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Foundation Excavation	2	22.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Pole Work	2	12.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Improvements/Landsc	2	18.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Set Pole/Concrete Pour	3	22.00	0.00	24.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Architectural Coating	1	2.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

Water Exposed Area

Reduce Vehicle Speed on Unpaved Roads

3.2 Foundation Excavation - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					5.0900e-003	0.0000	5.0900e-003	7.7000e-004	0.0000	7.7000e-004			0.0000			0.0000
Off-Road	0.6002	6.7452	4.2431	8.8800e-003		0.3087	0.3087		0.2840	0.2840		859.6388	859.6388	0.2780		866.5895
Total	**0.6002**	**6.7452**	**4.2431**	**8.8800e-003**	**5.0900e-003**	**0.3087**	**0.3138**	**7.7000e-004**	**0.2840**	**0.2847**		**859.6388**	**859.6388**	**0.2780**		**866.5895**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0356	1.1215	0.2571	3.7400e-003	0.1050	0.0138	0.1188	0.0288	0.0132	0.0420		409.3044	409.3044	0.0217	0.0649	429.1999
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0860	0.0663	0.8275	2.1600e-003	0.2459	1.5700e-003	0.2475	0.0652	1.4400e-003	0.0667		218.6675	218.6675	6.6300e-003	6.2100e-003	220.6854
Total	**0.1216**	**1.1877**	**1.0846**	**5.9000e-003**	**0.3509**	**0.0154**	**0.3663**	**0.0940**	**0.0147**	**0.1087**		**627.9719**	**627.9719**	**0.0283**	**0.0712**	**649.8853**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					2.2900e-003	0.0000	2.2900e-003	3.5000e-004	0.0000	3.5000e-004			0.0000			0.0000
Off-Road	0.6002	6.7452	4.2431	8.8800e-003		0.3087	0.3087		0.2840	0.2840	0.0000	859.6388	859.6388	0.2780		866.5895
Total	**0.6002**	**6.7452**	**4.2431**	**8.8800e-003**	**2.2900e-003**	**0.3087**	**0.3110**	**3.5000e-004**	**0.2840**	**0.2843**	**0.0000**	**859.6388**	**859.6388**	**0.2780**		**866.5895**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0356	1.1215	0.2571	3.7400e-003	0.1050	0.0138	0.1188	0.0288	0.0132	0.0420		409.3044	409.3044	0.0217	0.0649	429.1999
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0860	0.0663	0.8275	2.1600e-003	0.2459	1.5700e-003	0.2475	0.0652	1.4400e-003	0.0667		218.6675	218.6675	6.6300e-003	6.2100e-003	220.6854
Total	**0.1216**	**1.1877**	**1.0846**	**5.9000e-003**	**0.3509**	**0.0154**	**0.3663**	**0.0940**	**0.0147**	**0.1087**		**627.9719**	**627.9719**	**0.0283**	**0.0712**	**649.8853**

3.3 Set Pole/Concrete Pour - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3757	3.7591	2.6907	0.0109		0.1203	0.1203		0.1129	0.1129		1,013.0950	1,013.0950	0.3055		1,020.7318
Paving	0.0000					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Total	**0.3757**	**3.7591**	**2.6907**	**0.0109**		**0.1203**	**0.1203**		**0.1129**	**0.1129**		**1,013.0950**	**1,013.0950**	**0.3055**		**1,020.7318**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.1424	4.4859	1.0284	0.0150	0.4198	0.0553	0.4751	0.1151	0.0529	0.1680		1,637.2176	1,637.2176	0.0867	0.2598	1,716.7997
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0860	0.0663	0.8275	2.1600e-003	0.2459	1.5700e-003	0.2475	0.0652	1.4400e-003	0.0667		218.6675	218.6675	6.6300e-003	6.2100e-003	220.6854
Total	**0.2283**	**4.5521**	**1.8558**	**0.0171**	**0.6657**	**0.0569**	**0.7226**	**0.1803**	**0.0544**	**0.2347**		**1,855.8851**	**1,855.8851**	**0.0934**	**0.2660**	**1,937.4851**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3757	3.7591	2.6907	0.0109		0.1203	0.1203		0.1129	0.1129	0.0000	1,013.0950	1,013.0950	0.3055		1,020.7318
Paving	0.0000					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Total	**0.3757**	**3.7591**	**2.6907**	**0.0109**		**0.1203**	**0.1203**		**0.1129**	**0.1129**	**0.0000**	**1,013.0950**	**1,013.0950**	**0.3055**		**1,020.7318**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day											lb/day				
Hauling	0.1424	4.4859	1.0284	0.0150	0.4198	0.0553	0.4751	0.1151	0.0529	0.1680		1,637.2176	1,637.2176	0.0867	0.2598	1,716.7997
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0860	0.0663	0.8275	2.1600e-003	0.2459	1.5700e-003	0.2475	0.0652	1.4400e-003	0.0667		218.6675	218.6675	6.6300e-003	6.2100e-003	220.6854
Total	**0.2283**	**4.5521**	**1.8558**	**0.0171**	**0.6657**	**0.0569**	**0.7226**	**0.1803**	**0.0544**	**0.2347**		**1,855.8851**	**1,855.8851**	**0.0934**	**0.2660**	**1,937.4851**

3.4 Pole Work - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day											lb/day				
Off-Road	0.4504	5.4500	3.0769	7.4500e-003		0.2083	0.2083		0.1917	0.1917		721.3586	721.3586	0.2333		727.1912
Total	**0.4504**	**5.4500**	**3.0769**	**7.4500e-003**		**0.2083**	**0.2083**		**0.1917**	**0.1917**		**721.3586**	**721.3586**	**0.2333**		**727.1912**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0469	0.0361	0.4513	1.1800e-003	0.1341	8.6000e-004	0.1350	0.0356	7.9000e-004	0.0364		119.2732	119.2732	3.6200e-003	3.3900e-003	120.3739
Total	**0.0469**	**0.0361**	**0.4513**	**1.1800e-003**	**0.1341**	**8.6000e-004**	**0.1350**	**0.0356**	**7.9000e-004**	**0.0364**		**119.2732**	**119.2732**	**3.6200e-003**	**3.3900e-003**	**120.3739**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.4504	5.4500	3.0769	7.4500e-003		0.2083	0.2083		0.1917	0.1917	0.0000	721.3586	721.3586	0.2333		727.1912
Total	**0.4504**	**5.4500**	**3.0769**	**7.4500e-003**		**0.2083**	**0.2083**		**0.1917**	**0.1917**	**0.0000**	**721.3586**	**721.3586**	**0.2333**		**727.1912**

Mitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0469	0.0361	0.4513	1.1800e-003	0.1341	8.6000e-004	0.1350	0.0356	7.9000e-004	0.0364		119.2732	119.2732	3.6200e-003	3.3900e-003	120.3739
Total	**0.0469**	**0.0361**	**0.4513**	**1.1800e-003**	**0.1341**	**8.6000e-004**	**0.1350**	**0.0356**	**7.9000e-004**	**0.0364**		**119.2732**	**119.2732**	**3.6200e-003**	**3.3900e-003**	**120.3739**

3.5 Building Impremovemnts/Landscaping - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0750	1.2012	2.1881	3.3600e-003		0.0229	0.0229		0.0211	0.0211		325.2397	325.2397	0.1052		327.8694
Total	**0.0750**	**1.2012**	**2.1881**	**3.3600e-003**		**0.0229**	**0.0229**		**0.0211**	**0.0211**		**325.2397**	**325.2397**	**0.1052**		**327.8694**

Unmitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0703	0.0542	0.6770	1.7700e-003	0.2012	1.2800e-003	0.2025	0.0534	1.1800e-003	0.0545		178.9098	178.9098	5.4300e-003	5.0800e-003	180.5608
Total	**0.0703**	**0.0542**	**0.6770**	**1.7700e-003**	**0.2012**	**1.2800e-003**	**0.2025**	**0.0534**	**1.1800e-003**	**0.0545**		**178.9098**	**178.9098**	**5.4300e-003**	**5.0800e-003**	**180.5608**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0750	1.2012	2.1881	3.3600e-003		0.0229	0.0229		0.0211	0.0211	0.0000	325.2397	325.2397	0.1052		327.8694
Total	**0.0750**	**1.2012**	**2.1881**	**3.3600e-003**		**0.0229**	**0.0229**		**0.0211**	**0.0211**	**0.0000**	**325.2397**	**325.2397**	**0.1052**		**327.8694**

Mitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0703	0.0542	0.6770	1.7700e-003	0.2012	1.2800e-003	0.2025	0.0534	1.1800e-003	0.0545		178.9098	178.9098	5.4300e-003	5.0800e-003	180.5608
Total	**0.0703**	**0.0542**	**0.6770**	**1.7700e-003**	**0.2012**	**1.2800e-003**	**0.2025**	**0.0534**	**1.1800e-003**	**0.0545**		**178.9098**	**178.9098**	**5.4300e-003**	**5.0800e-003**	**180.5608**

3.5 Building Impremovemnts/Landscaping - 2022

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0721	1.1206	2.1880	3.3600e-003		0.0208	0.0208		0.0191	0.0191		325.2397	325.2397	0.1052		327.8694
Total	**0.0721**	**1.1206**	**2.1880**	**3.3600e-003**		**0.0208**	**0.0208**		**0.0191**	**0.0191**		**325.2397**	**325.2397**	**0.1052**		**327.8694**

Unmitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0652	0.0477	0.6202	1.7200e-003	0.2012	1.2000e-003	0.2024	0.0534	1.1000e-003	0.0545		173.3539	173.3539	4.8700e-003	4.6700e-003	174.8680
Total	**0.0652**	**0.0477**	**0.6202**	**1.7200e-003**	**0.2012**	**1.2000e-003**	**0.2024**	**0.0534**	**1.1000e-003**	**0.0545**		**173.3539**	**173.3539**	**4.8700e-003**	**4.6700e-003**	**174.8680**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0721	1.1206	2.1880	3.3600e-003		0.0208	0.0208		0.0191	0.0191	0.0000	325.2397	325.2397	0.1052		327.8694
Total	**0.0721**	**1.1206**	**2.1880**	**3.3600e-003**		**0.0208**	**0.0208**		**0.0191**	**0.0191**	**0.0000**	**325.2397**	**325.2397**	**0.1052**		**327.8694**

Mitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0652	0.0477	0.6202	1.7200e-003	0.2012	1.2000e-003	0.2024	0.0534	1.1000e-003	0.0545		173.3539	173.3539	4.8700e-003	4.6700e-003	174.8680
Total	**0.0652**	**0.0477**	**0.6202**	**1.7200e-003**	**0.2012**	**1.2000e-003**	**0.2024**	**0.0534**	**1.1000e-003**	**0.0545**		**173.3539**	**173.3539**	**4.8700e-003**	**4.6700e-003**	**174.8680**

3.6 Architectural Coating - 2022

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	0.0464					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Off-Road	0.2045	1.4085	1.8136	2.9700e-003		0.0817	0.0817		0.0817	0.0817		281.4481	281.4481	0.0183		281.9062
Total	**0.2509**	**1.4085**	**1.8136**	**2.9700e-003**		**0.0817**	**0.0817**		**0.0817**	**0.0817**		**281.4481**	**281.4481**	**0.0183**		**281.9062**

Unmitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	7.2400e-003	5.3000e-003	0.0689	1.9000e-004	0.0224	1.3000e-004	0.0225	5.9300e-003	1.2000e-004	6.0500e-003		19.2615	19.2615	5.4000e-004	5.2000e-004	19.4298
Total	**7.2400e-003**	**5.3000e-003**	**0.0689**	**1.9000e-004**	**0.0224**	**1.3000e-004**	**0.0225**	**5.9300e-003**	**1.2000e-004**	**6.0500e-003**		**19.2615**	**19.2615**	**5.4000e-004**	**5.2000e-004**	**19.4298**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	0.0464					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Off-Road	0.2045	1.4085	1.8136	2.9700e-003		0.0817	0.0817		0.0817	0.0817	0.0000	281.4481	281.4481	0.0183		281.9062
Total	**0.2509**	**1.4085**	**1.8136**	**2.9700e-003**		**0.0817**	**0.0817**		**0.0817**	**0.0817**	**0.0000**	**281.4481**	**281.4481**	**0.0183**		**281.9062**

Mitigated Construction Off-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day											lb/day				
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
Worker	7.2400e-003	5.3000e-003	0.0689	1.9000e-004	0.0224	1.3000e-004	0.0225	5.9300e-003	1.2000e-004	6.0500e-003		19.2615	19.2615	5.4000e-004	5.2000e-004	19.4298
Total	**7.2400e-003**	**5.3000e-003**	**0.0689**	**1.9000e-004**	**0.0224**	**1.3000e-004**	**0.0225**	**5.9300e-003**	**1.2000e-004**	**6.0500e-003**		**19.2615**	**19.2615**	**5.4000e-004**	**5.2000e-004**	**19.4298**

4.0 Operational Detail - Mobile

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day											lb/day				
Mitigated	2.4000e-004	3.5000e-004	2.6900e-003	1.0000e-005	6.3000e-004	1.0000e-005	6.4000e-	1.7000e-004	0.0000	1.7000e-004		0.6198	0.6198	4.0000e-005	3.0000e-005	0.6289
Unmitigated	2.4000e-004	3.5000e-004	2.6900e-003	1.0000e-005	6.3000e-004	1.0000e-005	6.4000e-	1.7000e-004	0.0000	1.7000e-004		0.6198	0.6198	4.0000e-005	3.0000e-005	0.6289

4.2 Trip Summary Information

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	Average Daily Trip Rate			Unmitigated	Mitigated
Land Use	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
City Park	0.00	0.00	0.00		
Unrefrigerated Warehouse-No Rail	0.07	0.00	0.00	214	214
Total	0.07	0.00	0.00	214	214

4.3 Trip Type Information

	Miles			Trip %			Trip Purpose %		
Land Use	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or	H-S or C-C	H-O or C-NW	Primary	Diverted	Pass-by
City Park	16.60	8.40	6.90	33.00	48.00	19.00	66	28	6
Unrefrigerated Warehouse-No	16.60	8.40	6.90	59.00	0.00	41.00	92	5	3

4.4 Fleet Mix

Land Use	LDA	LDT1	LDT2	MDV	LHD1	LHD2	MHD	HHD	OBUS	UBUS	MCY	SBUS	MH
City Park	0.543376	0.059966	0.184357	0.131187	0.023843	0.006245	0.012012	0.009162	0.000826	0.000515	0.023898	0.000748	0.003864
Unrefrigerated Warehouse-No Rail	0.543376	0.059966	0.184357	0.131187	0.023843	0.006245	0.012012	0.009162	0.000826	0.000515	0.023898	0.000748	0.003864

5.0 Energy Detail

Historical Energy Use: N

5.1 Mitigation Measures Energy

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

NaturalGas Mitigated	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000
NaturalGas Unmitigated	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000

5.2 Energy by Land Use - NaturalGas

Unmitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O
Land Use	kBTU/yr	lb/day										lb/day				
City Park	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000
Total		**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**

Mitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O
Land Use	kBTU/yr	lb/day										lb/day				
City Park	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Total		**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Mitigated	2.2700e-003	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Unmitigated	2.2700e-003	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	lb/day										lb/day					
Architectural Coating	2.5000e-004					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Consumer Products	2.0200e-003					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Landscaping	0.0000	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Total	**2.2700e-003**	**0.0000**	**1.0000e-005**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**3.0000e-005**	**3.0000e-005**	**0.0000**		**3.0000e-005**

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	lb/day										lb/day					
Architectural Coating	2.5000e-004					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Consumer Products	2.0200e-003					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Landscaping	0.0000	0.0000	1.0000e-005	0.0000		0.0000	0.0000		0.0000	0.0000		3.0000e-005	3.0000e-005	0.0000		3.0000e-005
Total	**2.2700e-003**	**0.0000**	**1.0000e-005**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**3.0000e-005**	**3.0000e-005**	**0.0000**		**3.0000e-005**

7.0 Water Detail

7.1 Mitigation Measures Water

8.0 Waste Detail

8.1 Mitigation Measures Waste

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Winter

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Institute Recycling and Composting Services

9.0 Operational Offroad

Equipment Type	Number	Hours/Day	Days/Year	Horse Power	Load Factor	Fuel Type

10.0 Stationary Equipment

Fire Pumps and Emergency Generators

Equipment Type	Number	Hours/Day	Hours/Year	Horse Power	Load Factor	Fuel Type

Boilers

Equipment Type	Number	Heat Input/Day	Heat Input/Year	Boiler Rating	Fuel Type

User Defined Equipment

Equipment Type	Number

11.0 Vegetation

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

8730 Sunset Boulevard Billboard Project

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1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
Unrefrigerated Warehouse-No Rail	0.10	1000sqft	0.00	100.00	0
City Park	0.02	Acre	0.02	740.52	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	31
Climate Zone	11			**Operational Year**	2022
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	390.98	**CH4 Intensity (lb/MWhr)**	0.033	**N2O Intensity (lb/MWhr)**	0.004

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Operational year 2022

Land Use - City Park = Vertical garden + planters. Warehouse = mechanical room

Construction Phase -Construction phasing information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Off-road Equipment - Equipment information provided by the project applicant.

Trips and VMT - Construction trip data provided by the project applicant.

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

On-road Fugitive Dust - CalEEMod default

Grading - Export of 45 CY of soil.

Architectural Coating - CalEEMod default

Vehicle Trips - Adjusted trip rates to reflect nature of project.

Vehicle Emission Factors - CalEEMod default

Vehicle Emission Factors - CalEEMod default

Vehicle Emission Factors - CalEEMod default

Area Coating - CalEEMod defaults

Energy Use - Energy demand of 335,000

Water And Wastewater - No indoor water use assumed.

Solid Waste - No solid waste is anticipated.

Construction Off-road Equipment Mitigation - Compliance with SCAQMD Rule 402.

Waste Mitigation - None.

Fleet Mix - CalEEMod Defaults.

Table Name	Column Name	Default Value	New Value
tblConstDustMitigation	WaterUnpavedRoadVehicleSpeed	0	15
tblConstructionPhase	NumDays	5.00	20.00
tblConstructionPhase	NumDays	100.00	4.00
tblConstructionPhase	NumDays	100.00	80.00
tblConstructionPhase	NumDays	2.00	1.00
tblConstructionPhase	NumDays	5.00	1.00
tblEnergyUse	LightingElect	1.91	0.00
tblEnergyUse	NT24E	1.34	3,350.00
tblEnergyUse	NT24NG	0.03	0.00
tblEnergyUse	T24E	0.58	0.00
tblEnergyUse	T24NG	0.83	0.00
tblGrading	MaterialExported	0.00	45.00

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

tblLandUse	LandUseSquareFeet	871.20	740.52
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	4.00	2.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	2.00	0.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	1.00	0.00
tblOffRoadEquipment	UsageHours	6.00	8.00
tblOffRoadEquipment	UsageHours	4.00	8.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblOffRoadEquipment	UsageHours	6.00	0.00
tblOffRoadEquipment	UsageHours	8.00	0.00
tblOffRoadEquipment	UsageHours	8.00	0.00
tblOffRoadEquipment	UsageHours	7.00	8.00
tblOffRoadEquipment	UsageHours	7.00	0.00
tblSolidWaste	SolidWasteGenerationRate	0.09	0.00
tblTripsAndVMT	HaulingTripNumber	0.00	24.00
tblTripsAndVMT	WorkerTripNumber	5.00	22.00
tblTripsAndVMT	WorkerTripNumber	8.00	22.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

tblTripsAndVMT	WorkerTripNumber	0.00	18.00
tblTripsAndVMT	WorkerTripNumber	0.00	2.00
tblVehicleTrips	ST_TR	1.96	0.00
tblVehicleTrips	ST_TR	1.74	0.00
tblVehicleTrips	SU_TR	2.19	0.00
tblVehicleTrips	SU_TR	1.74	0.00
tblVehicleTrips	WD_TR	0.78	0.00
tblVehicleTrips	WD_TR	1.74	0.70
tblWater	IndoorWaterUseRate	23,125.00	0.00

2.0 Emissions Summary

2.1 Overall Construction

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2021	5.8500e-003	0.0568	0.0986	1.9000e-004	6.6900e-003	1.3900e-003	8.0800e-003	1.7800e-003	1.2900e-003	3.0600e-003	0.0000	17.3033	17.3033	3.7600e-003	3.0000e-004	17.4866
2022	3.9000e-003	0.0258	0.0471	8.0000e-005	2.1900e-003	1.0400e-003	3.2300e-003	5.8000e-004	1.0200e-003	1.6000e-003	0.0000	7.2780	7.2780	1.1700e-003	5.0000e-005	7.3215
Maximum	**5.8500e-003**	**0.0568**	**0.0986**	**1.9000e-004**	**6.6900e-003**	**1.3900e-003**	**8.0800e-003**	**1.7800e-003**	**1.2900e-003**	**3.0600e-003**	**0.0000**	**17.3033**	**17.3033**	**3.7600e-003**	**3.0000e-004**	**17.4866**

Mitigated Construction

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2021	5.8500e-003	0.0568	0.0986	1.9000e-004	6.6900e-003	1.3900e-003	8.0800e-003	1.7800e-003	1.2900e-003	3.0600e-003	0.0000	17.3033	17.3033	3.7600e-003	3.0000e-004	17.4866
2022	3.9000e-003	0.0258	0.0471	8.0000e-005	2.1900e-003	1.0400e-003	3.2300e-003	5.8000e-004	1.0200e-003	1.6000e-003	0.0000	7.2780	7.2780	1.1700e-003	5.0000e-005	7.3215
Maximum	**5.8500e-003**	**0.0568**	**0.0986**	**1.9000e-004**	**6.6900e-003**	**1.3900e-003**	**8.0800e-003**	**1.7800e-003**	**1.2900e-003**	**3.0600e-003**	**0.0000**	**17.3033**	**17.3033**	**3.7600e-003**	**3.0000e-004**	**17.4866**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

Quarter	Start Date	End Date	Maximum Unmitigated ROG + NOX (tons/quarter)	Maximum Mitigated ROG + NOX (tons/quarter)
1	**10-1-2021**	**12-31-2021**	0.0558	0.0558
2	**1-1-2022**	**3-31-2022**	0.0286	0.0286
		Highest	0.0558	0.0558

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	4.1000e-004	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Energy	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	59.4108	59.4108	5.0100e-003	6.1000e-004	59.7173
Mobile	3.0000e-005	5.0000e-005	3.5000e-004	0.0000	8.0000e-005	0.0000	8.0000e-005	2.0000e-005	0.0000	2.0000e-005	0.0000	0.0739	0.0739	0.0000	0.0000	0.0750
Waste						0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Water						0.0000	0.0000		0.0000	0.0000	0.0000	0.0470	0.0470	0.0000	0.0000	0.0472
Total	**4.4000e-004**	**5.0000e-005**	**3.5000e-004**	**0.0000**	**8.0000e-005**	**0.0000**	**8.0000e-005**	**2.0000e-005**	**0.0000**	**2.0000e-005**	**0.0000**	**59.5316**	**59.5316**	**5.0100e-003**	**6.1000e-004**	**59.8394**

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	4.1000e-004	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Energy	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	59.4108	59.4108	5.0100e-003	6.1000e-004	59.7173
Mobile	3.0000e-005	5.0000e-005	3.5000e-004	0.0000	8.0000e-005	0.0000	8.0000e-005	2.0000e-005	0.0000	2.0000e-005	0.0000	0.0739	0.0739	0.0000	0.0000	0.0750
Waste						0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Water						0.0000	0.0000		0.0000	0.0000	0.0000	0.0470	0.0470	0.0000	0.0000	0.0472
Total	**4.4000e-004**	**5.0000e-005**	**3.5000e-004**	**0.0000**	**8.0000e-005**	**0.0000**	**8.0000e-005**	**2.0000e-005**	**0.0000**	**2.0000e-005**	**0.0000**	**59.5316**	**59.5316**	**5.0100e-003**	**6.1000e-004**	**59.8394**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Foundation Excavation	Grading	10/1/2021	10/1/2021	5	1	
2	Set Pole/Concrete Pour	Paving	10/4/2021	10/4/2021	5	1	
3	Pole Work	Building Construction	10/5/2021	10/8/2021	5	4	
4	Building Improvements/Landscapin	Building Construction	10/11/2021	1/28/2022	5	80	
5	Architectural Coating	Architectural Coating	1/3/2022	1/28/2022	5	20	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 150; Non-Residential Outdoor: 50; Striped Parking Area: 0 (Architectural

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Foundation Excavation	Cranes	1	8.00	231	0.29
Foundation Excavation	Graders	0	0.00	187	0.41
Foundation Excavation	Rubber Tired Dozers	0	0.00	247	0.40
Foundation Excavation	Tractors/Loaders/Backhoes	1	8.00	97	0.37
Pole Work	Aerial Lifts	1	8.00	63	0.31
Pole Work	Cranes	1	8.00	231	0.29
Pole Work	Forklifts	0	0.00	89	0.20
Pole Work	Tractors/Loaders/Backhoes	0	0.00	97	0.37

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Building Impremovemnts/Landscaping	Aerial Lifts	2	8.00	63	0.31
Building Impremovemnts/Landscaping	Forklifts	0	0.00	89	0.20
Building Impremovemnts/Landscaping	Tractors/Loaders/Backhoes	0	0.00	97	0.37
Set Pole/Concrete Pour	Bore/Drill Rigs	1	8.00	221	0.50
Set Pole/Concrete Pour	Cement and Mortar Mixers	2	8.00	9	0.56
Set Pole/Concrete Pour	Pavers	0	0.00	130	0.42
Set Pole/Concrete Pour	Rollers	0	0.00	80	0.38
Set Pole/Concrete Pour	Tractors/Loaders/Backhoes	0	0.00	97	0.37
Architectural Coating	Air Compressors	1	6.00	78	0.48

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Foundation Excavation	2	22.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Pole Work	2	12.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Impremovemnts/Landsc	2	18.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Set Pole/Concrete Pour	3	22.00	0.00	24.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Architectural Coating	1	2.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

Water Exposed Area

Reduce Vehicle Speed on Unpaved Roads

3.2 Foundation Excavation - 2021

Unmitigated Construction On-Site

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	3.0000e-004	3.3700e-003	2.1200e-003	0.0000		1.5000e-004	1.5000e-004		1.4000e-004	1.4000e-004	0.0000	0.3899	0.3899	1.3000e-004	0.0000	0.3931
Total	**3.0000e-004**	**3.3700e-003**	**2.1200e-003**	**0.0000**	**0.0000**	**1.5000e-004**	**1.5000e-004**	**0.0000**	**1.4000e-004**	**1.4000e-004**	**0.0000**	**0.3899**	**0.3899**	**1.3000e-004**	**0.0000**	**0.3931**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	2.0000e-005	5.7000e-004	1.3000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1856	0.1856	1.0000e-005	3.0000e-005	0.1947
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	4.0000e-005	3.0000e-005	4.3000e-004	0.0000	1.2000e-004	0.0000	1.2000e-004	3.0000e-005	0.0000	3.0000e-005	0.0000	0.1007	0.1007	0.0000	0.0000	0.1016
Total	**6.0000e-005**	**6.0000e-004**	**5.6000e-004**	**0.0000**	**1.7000e-004**	**1.0000e-005**	**1.8000e-004**	**4.0000e-005**	**1.0000e-005**	**5.0000e-005**	**0.0000**	**0.2864**	**0.2864**	**1.0000e-005**	**3.0000e-005**	**0.2963**

Mitigated Construction On-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	3.0000e-004	3.3700e-003	2.1200e-003	0.0000		1.5000e-004	1.5000e-004		1.4000e-004	1.4000e-004	0.0000	0.3899	0.3899	1.3000e-004	0.0000	0.3931
Total	**3.0000e-004**	**3.3700e-003**	**2.1200e-003**	**0.0000**	**0.0000**	**1.5000e-004**	**1.5000e-004**	**0.0000**	**1.4000e-004**	**1.4000e-004**	**0.0000**	**0.3899**	**0.3899**	**1.3000e-004**	**0.0000**	**0.3931**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	2.0000e-005	5.7000e-004	1.3000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1856	0.1856	1.0000e-005	3.0000e-005	0.1947
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	4.0000e-005	3.0000e-005	4.3000e-004	0.0000	1.2000e-004	0.0000	1.2000e-004	3.0000e-005	0.0000	3.0000e-005	0.0000	0.1007	0.1007	0.0000	0.0000	0.1016
Total	**6.0000e-005**	**6.0000e-004**	**5.6000e-004**	**0.0000**	**1.7000e-004**	**1.0000e-005**	**1.8000e-004**	**4.0000e-005**	**1.0000e-005**	**5.0000e-005**	**0.0000**	**0.2864**	**0.2864**	**1.0000e-005**	**3.0000e-005**	**0.2963**

3.3 Set Pole/Concrete Pour - 2021

Unmitigated Construction On-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	1.9000e-004	1.8800e-003	1.3500e-003	1.0000e-005		6.0000e-005	6.0000e-005		6.0000e-005	6.0000e-005	0.0000	0.4595	0.4595	1.4000e-004	0.0000	0.4630
Paving	0.0000					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**1.9000e-004**	**1.8800e-003**	**1.3500e-003**	**1.0000e-005**		**6.0000e-005**	**6.0000e-005**		**6.0000e-005**	**6.0000e-005**	**0.0000**	**0.4595**	**0.4595**	**1.4000e-004**	**0.0000**	**0.4630**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	7.0000e-005	2.2700e-003	5.1000e-004	1.0000e-005	2.1000e-004	3.0000e-005	2.3000e-004	6.0000e-005	3.0000e-005	8.0000e-005	0.0000	0.7426	0.7426	4.0000e-005	1.2000e-004	0.7787
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	4.0000e-005	3.0000e-005	4.3000e-004	0.0000	1.2000e-004	0.0000	1.2000e-004	3.0000e-005	0.0000	3.0000e-005	0.0000	0.1007	0.1007	0.0000	0.0000	0.1016
Total	**1.1000e-004**	**2.3000e-003**	**9.4000e-004**	**1.0000e-005**	**3.3000e-004**	**3.0000e-005**	**3.5000e-004**	**9.0000e-005**	**3.0000e-005**	**1.1000e-004**	**0.0000**	**0.8433**	**0.8433**	**4.0000e-005**	**1.2000e-004**	**0.8803**

Mitigated Construction On-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	1.9000e-004	1.8800e-003	1.3500e-003	1.0000e-005		6.0000e-005	6.0000e-005		6.0000e-005	6.0000e-005	0.0000	0.4595	0.4595	1.4000e-004	0.0000	0.4630
Paving	0.0000					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**1.9000e-004**	**1.8800e-003**	**1.3500e-003**	**1.0000e-005**		**6.0000e-005**	**6.0000e-005**		**6.0000e-005**	**6.0000e-005**	**0.0000**	**0.4595**	**0.4595**	**1.4000e-004**	**0.0000**	**0.4630**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	7.0000e-005	2.2700e-003	5.1000e-004	1.0000e-005	2.1000e-004	3.0000e-005	2.3000e-004	6.0000e-005	3.0000e-005	8.0000e-005	0.0000	0.7426	0.7426	4.0000e-005	1.2000e-004	0.7787
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	4.0000e-005	3.0000e-005	4.3000e-004	0.0000	1.2000e-004	0.0000	1.2000e-004	3.0000e-005	0.0000	3.0000e-005	0.0000	0.1007	0.1007	0.0000	0.0000	0.1016
Total	**1.1000e-004**	**2.3000e-003**	**9.4000e-004**	**1.0000e-005**	**3.3000e-004**	**3.0000e-005**	**3.5000e-004**	**9.0000e-005**	**3.0000e-005**	**1.1000e-004**	**0.0000**	**0.8433**	**0.8433**	**4.0000e-005**	**1.2000e-004**	**0.8803**

3.4 Pole Work - 2021

Unmitigated Construction On-Site

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	9.0000e-004	0.0109	6.1500e-003	1.0000e-005		4.2000e-004	4.2000e-004		3.8000e-004	3.8000e-004	0.0000	1.3088	1.3088	4.2000e-004	0.0000	1.3194
Total	**9.0000e-004**	**0.0109**	**6.1500e-003**	**1.0000e-005**		**4.2000e-004**	**4.2000e-004**		**3.8000e-004**	**3.8000e-004**	**0.0000**	**1.3088**	**1.3088**	**4.2000e-004**	**0.0000**	**1.3194**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	9.0000e-005	7.0000e-005	9.3000e-004	0.0000	2.6000e-004	0.0000	2.7000e-004	7.0000e-005	0.0000	7.0000e-005	0.0000	0.2197	0.2197	1.0000e-005	1.0000e-005	0.2218
Total	**9.0000e-005**	**7.0000e-005**	**9.3000e-004**	**0.0000**	**2.6000e-004**	**0.0000**	**2.7000e-004**	**7.0000e-005**	**0.0000**	**7.0000e-005**	**0.0000**	**0.2197**	**0.2197**	**1.0000e-005**	**1.0000e-005**	**0.2218**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Category	tons/yr										MT/yr					
Off-Road	9.0000e-004	0.0109	6.1500e-003	1.0000e-005		4.2000e-004	4.2000e-004		3.8000e-004	3.8000e-004	0.0000	1.3088	1.3088	4.2000e-004	0.0000	1.3194
Total	**9.0000e-004**	**0.0109**	**6.1500e-003**	**1.0000e-005**		**4.2000e-004**	**4.2000e-004**		**3.8000e-004**	**3.8000e-004**	**0.0000**	**1.3088**	**1.3088**	**4.2000e-004**	**0.0000**	**1.3194**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	9.0000e-005	7.0000e-005	9.3000e-004	0.0000	2.6000e-004	0.0000	2.7000e-004	7.0000e-005	0.0000	7.0000e-005	0.0000	0.2197	0.2197	1.0000e-005	1.0000e-005	0.2218
Total	**9.0000e-005**	**7.0000e-005**	**9.3000e-004**	**0.0000**	**2.6000e-004**	**0.0000**	**2.7000e-004**	**7.0000e-005**	**0.0000**	**7.0000e-005**	**0.0000**	**0.2197**	**0.2197**	**1.0000e-005**	**1.0000e-005**	**0.2218**

3.5 Building Impremovemnts/Landscaping - 2021

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Off-Road	2.2500 e-003	0.0360	0.0656	1.0000e-004		6.9000e-004	6.9000e-004		6.3000e-004	6.3000e-004	0.0000	8.8516	8.8516	2.8600e-003	0.0000	8.9231
Total	**2.2500 e-003**	**0.0360**	**0.0656**	**1.0000e-004**		**6.9000e-004**	**6.9000e-004**		**6.3000e-004**	**6.3000e-004**	**0.0000**	**8.8516**	**8.8516**	**2.8600e-003**	**0.0000**	**8.9231**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	1.9600 e-003	1.6600 e-003	0.0209	5.0000e-005	5.9200e-003	4.0000e-005	5.9600e-003	1.5700e-003	4.0000e-005	1.6100e-003	0.0000	4.9441	4.9441	1.5000e-004	1.4000e-004	4.9897
Total	**1.9600 e-003**	**1.6600 e-003**	**0.0209**	**5.0000e-005**	**5.9200e-003**	**4.0000e-005**	**5.9600e-003**	**1.5700e-003**	**4.0000e-005**	**1.6100e-003**	**0.0000**	**4.9441**	**4.9441**	**1.5000e-004**	**1.4000e-004**	**4.9897**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	2.2500 e-003	0.0360	0.0656	1.0000e-004		6.9000e-004	6.9000e-004		6.3000e-004	6.3000e-004	0.0000	8.8516	8.8516	2.8600e-003	0.0000	8.9231

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Total	**2.2500e-003**	**0.0360**	**0.0656**	**1.0000e-004**		**6.9000e-004**	**6.9000e-004**		**6.3000e-004**	**6.3000e-004**	**0.0000**	**8.8516**	**8.8516**	**2.8600e-003**	**0.0000**	**8.9231**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	1.9600e-003	1.6600e-003	0.0209	5.0000e-005	5.9200e-003	4.0000e-005	5.9600e-003	1.5700e-003	4.0000e-005	1.6100e-003	0.0000	4.9441	4.9441	1.5000e-004	1.4000e-004	4.9897
Total	**1.9600e-003**	**1.6600e-003**	**0.0209**	**5.0000e-005**	**5.9200e-003**	**4.0000e-005**	**5.9600e-003**	**1.5700e-003**	**4.0000e-005**	**1.6100e-003**	**0.0000**	**4.9441**	**4.9441**	**1.5000e-004**	**1.4000e-004**	**4.9897**

3.5 Building Impremovemnts/Landscaping - 2022

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	7.2000e-004	0.0112	0.0219	3.0000e-005		2.1000e-004	2.1000e-004		1.9000e-004	1.9000e-004	0.0000	2.9505	2.9505	9.5000e-004	0.0000	2.9744
Total	**7.2000e-004**	**0.0112**	**0.0219**	**3.0000e-005**		**2.1000e-004**	**2.1000e-004**		**1.9000e-004**	**1.9000e-004**	**0.0000**	**2.9505**	**2.9505**	**9.5000e-004**	**0.0000**	**2.9744**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	6.0000e-004	4.9000e-004	6.3800e-003	2.0000e-005	1.9700e-003	1.0000e-005	1.9900e-003	5.2000e-004	1.0000e-005	5.4000e-004	0.0000	1.5968	1.5968	4.0000e-005	4.0000e-005	1.6107
Total	**6.0000e-004**	**4.9000e-004**	**6.3800e-003**	**2.0000e-005**	**1.9700e-003**	**1.0000e-005**	**1.9900e-003**	**5.2000e-004**	**1.0000e-005**	**5.4000e-004**	**0.0000**	**1.5968**	**1.5968**	**4.0000e-005**	**4.0000e-005**	**1.6107**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	7.2000e-004	0.0112	0.0219	3.0000e-005		2.1000e-004	2.1000e-004		1.9000e-004	1.9000e-004	0.0000	2.9505	2.9505	9.5000e-004	0.0000	2.9744
Total	**7.2000e-004**	**0.0112**	**0.0219**	**3.0000e-005**		**2.1000e-004**	**2.1000e-004**		**1.9000e-004**	**1.9000e-004**	**0.0000**	**2.9505**	**2.9505**	**9.5000e-004**	**0.0000**	**2.9744**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	6.0000e-004	4.9000e-004	6.3800e-003	2.0000e-005	1.9700e-003	1.0000e-005	1.9900e-003	5.2000e-004	1.0000e-005	5.4000e-004	0.0000	1.5968	1.5968	4.0000e-005	4.0000e-005	1.6107
Total	**6.0000e-004**	**4.9000e-004**	**6.3800e-003**	**2.0000e-005**	**1.9700e-003**	**1.0000e-005**	**1.9900e-003**	**5.2000e-004**	**1.0000e-005**	**5.4000e-004**	**0.0000**	**1.5968**	**1.5968**	**4.0000e-005**	**4.0000e-005**	**1.6107**

3.6 Architectural Coating - 2022

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	4.6000e-004					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	2.0500e-003	0.0141	0.0181	3.0000e-005		8.2000e-004	8.2000e-004		8.2000e-004	8.2000e-004	0.0000	2.5533	2.5533	1.7000e-004	0.0000	2.5574
Total	**2.5100e-003**	**0.0141**	**0.0181**	**3.0000e-005**		**8.2000e-004**	**8.2000e-004**		**8.2000e-004**	**8.2000e-004**	**0.0000**	**2.5533**	**2.5533**	**1.7000e-004**	**0.0000**	**2.5574**

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	7.0000e-005	5.0000e-005	7.1000e-004	0.0000	2.2000e-004	0.0000	2.2000e-004	6.0000e-005	0.0000	6.0000e-005	0.0000	0.1774	0.1774	0.0000	0.0000	0.1790
Total	**7.0000e-005**	**5.0000e-005**	**7.1000e-004**	**0.0000**	**2.2000e-004**	**0.0000**	**2.2000e-004**	**6.0000e-005**	**0.0000**	**6.0000e-005**	**0.0000**	**0.1774**	**0.1774**	**0.0000**	**0.0000**	**0.1790**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	4.6000e-004					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	2.0500e-003	0.0141	0.0181	3.0000e-005		8.2000e-004	8.2000e-004		8.2000e-004	8.2000e-004	0.0000	2.5533	2.5533	1.7000e-004	0.0000	2.5574
Total	**2.5100e-003**	**0.0141**	**0.0181**	**3.0000e-005**		**8.2000e-004**	**8.2000e-004**		**8.2000e-004**	**8.2000e-004**	**0.0000**	**2.5533**	**2.5533**	**1.7000e-004**	**0.0000**	**2.5574**

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	7.0000e-005	5.0000e-005	7.1000e-004	0.0000	2.2000e-004	0.0000	2.2000e-004	6.0000e-005	0.0000	6.0000e-005	0.0000	0.1774	0.1774	0.0000	0.0000	0.1790
Total	**7.0000e-005**	**5.0000e-005**	**7.1000e-004**	**0.0000**	**2.2000e-004**	**0.0000**	**2.2000e-004**	**6.0000e-005**	**0.0000**	**6.0000e-005**	**0.0000**	**0.1774**	**0.1774**	**0.0000**	**0.0000**	**0.1790**

4.0 Operational Detail - Mobile

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	3.0000e-005	5.0000e-005	3.5000e-004	0.0000	8.0000e-005	0.0000	8.0000e-005	2.0000e-005	0.0000	2.0000e-005	0.0000	0.0739	0.0739	0.0000	0.0000	0.0750

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated	3.0000e-005	5.0000e-005	3.5000e-004	0.0000	8.0000e-005	0.0000	8.0000e-005	2.0000e-005	0.0000	2.0000e-005	0.0000	0.0739	0.0739	0.0000	0.0000	0.0750

4.2 Trip Summary Information

	Average Daily Trip Rate			Unmitigated	Mitigated
Land Use	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
City Park	0.00	0.00	0.00		
Unrefrigerated Warehouse-No Rail	0.07	0.00	0.00	214	214
Total	0.07	0.00	0.00	214	214

4.3 Trip Type Information

	Miles			Trip %			Trip Purpose %		
Land Use	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW	Primary	Diverted	Pass-by
City Park	16.60	8.40	6.90	33.00	48.00	19.00	66	28	6
Unrefrigerated Warehouse-No Rail	16.60	8.40	6.90	59.00	0.00	41.00	92	5	3

4.4 Fleet Mix

Land Use	LDA	LDT1	LDT2	MDV	LHD1	LHD2	MHD	HHD	OBUS	UBUS	MCY	SBUS	MH
City Park	0.543376	0.059966	0.184357	0.131187	0.023843	0.006245	0.012012	0.009162	0.000826	0.000515	0.023898	0.000748	0.003864
Unrefrigerated Warehouse-No Rail	0.543376	0.059966	0.184357	0.131187	0.023843	0.006245	0.012012	0.009162	0.000826	0.000515	0.023898	0.000748	0.003864

5.0 Energy Detail

Historical Energy Use: N

5.1 Mitigation Measures Energy

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Electricity Mitigated						0.0000	0.0000		0.0000	0.0000	0.0000	59.4108	59.4108	5.0100e-003	6.1000e-004	59.7173
Electricity Unmitigated						0.0000	0.0000		0.0000	0.0000	0.0000	59.4108	59.4108	5.0100e-003	6.1000e-004	59.7173
NaturalGas Mitigated	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
NaturalGas Unmitigated	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000

5.2 Energy by Land Use - NaturalGas

Unmitigated

	Natural Gas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU/yr	tons/yr										MT/yr					
City Park	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total		**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

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EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Mitigated

	Natural Gas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU/yr	tons/yr										MT/yr					
City Park	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total		**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

5.3 Energy by Land Use - Electricity

Unmitigated

	Electricity Use	Total CO2	CH4	N2O	CO2e
Land Use	kWh/yr	MT/yr			
City Park	0	0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	335000	59.4108	5.0100e-003	6.1000e-004	59.7173
Total		**59.4108**	**5.0100e-003**	**6.1000e-004**	**59.7173**

Mitigated

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

	Electricity Use	Total CO2	CH4	N2O	CO2e
Land Use	kWh/yr		MT/yr		
City Park	0	0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	335000	59.4108	5.0100e-003	6.1000e-004	59.7173
Total		**59.4108**	**5.0100e-003**	**6.1000e-004**	**59.7173**

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	4.1000e-004	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Unmitigated	4.1000e-004	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000

6.2 Area by SubCategory

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	5.0000e-005					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Consumer Products	3.7000e-004					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Landscaping	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**4.2000e-004**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	5.0000e-005					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Consumer Products	3.7000e-004					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Landscaping	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**4.2000e-004**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

7.0 Water Detail

7.1 Mitigation Measures Water

	Total CO2	CH4	N2O	CO2e
Category	MT/yr			
Mitigated	0.0470	0.0000	0.0000	0.0472
Unmitigated	0.0470	0.0000	0.0000	0.0472

7.2 Water by Land Use

Unmitigated

	Indoor/ Outdoor Use	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	MT/yr			
City Park	0 / 0.0238	0.0470	0.0000	0.0000	0.0472
Unrefrigerated Warehouse-No Rail	0 / 0	0.0000	0.0000	0.0000	0.0000
Total		**0.0470**	**0.0000**	**0.0000**	**0.0472**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

Mitigated

Land Use	Indoor/ Outdoor Use Mgal	Total CO2 MT/yr	CH4 MT/yr	N2O MT/yr	CO2e MT/yr
City Park	0 / 0.0238	0.0470	0.0000	0.0000	0.0472
Unrefrigerated Warehouse-No Rail	0 / 0	0.0000	0.0000	0.0000	0.0000
Total		**0.0470**	**0.0000**	**0.0000**	**0.0472**

8.0 Waste Detail

8.1 Mitigation Measures Waste

Institute Recycling and Composting Services

Category/Year

	Total CO2 MT/yr	CH4 MT/yr	N2O MT/yr	CO2e MT/yr
Mitigated	0.0000	0.0000	0.0000	0.0000
Unmitigated	0.0000	0.0000	0.0000	0.0000

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

8.2 Waste by Land Use

Unmitigated

	Waste Disposed	Total CO2	CH4	N2O	CO2e
Land Use	tons	MT/yr			
City Park	0	0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail	0	0.0000	0.0000	0.0000	0.0000
Total		**0.0000**	**0.0000**	**0.0000**	**0.0000**

Mitigated

	Waste Disposed	Total CO2	CH4	N2O	CO2e
Land Use	tons	MT/yr			
City Park		0.0000	0.0000	0.0000	0.0000
Unrefrigerated Warehouse-No Rail		0.0000	0.0000	0.0000	0.0000
Total		**0.0000**	**0.0000**	**0.0000**	**0.0000**

8730 Sunset Boulevard Billboard Project - South Coast AQMD Air District, Annual

EMFAC Off-Model Adjustment Factors for Gasoline Light Duty Vehicle to Account for the SAFE Vehicle Rule Not Applied

9.0 Operational

Equipment Type	Number	Hours/Day	Days/Year	Horse Power	Load Factor	Fuel Type

10.0 Stationary Equipment

Fire Pumps and Emergency Generators

Equipment Type	Number	Hours/Day	Hours/Year	Horse Power	Load Factor	Fuel Type

Boilers

Equipment Type	Number	Heat Input/Day	Heat Input/Year	Boiler Rating	Fuel Type

User Defined Equipment

Equipment Type	Number

11.0 Vegetation

Appendix C

Historic Resource Assessment

Historic Resource Assessment
8730 Sunset Boulevard Billboard and Façade Remodel Project

Prepared for

City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, California 90069

Prepared by

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38 North Marengo Avenue
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Executive Summary

The purpose of this report is to determine if a proposed project in the City of West Hollywood would impact any historical resources pursuant to the California Environmental Quality Act (CEQA). The proposed project entails the construction of a new billboard with two faces on the existing Sunset Towers building located at 8730 Sunset Boulevard (Assessor Parcel Number 5559-002-017, project site). The proposed project also entails renovations to the building façade to reface with new panels that would be matte, brushed aluminum with a fire-resistant core, new landscape planters, and new architectural LED lighting.

The Sunset Towers building at 8730 Sunset Boulevard was constructed in the 1950s and 1960s over the course of two phases. A smaller building was constructed on the northern portion of the parcel between 1957 and 1959. Between 1965 and 1966, an addition and parking structure extended the building south through the city block to Holloway Drive. Because the Sunset Towers building is more than 45 years of age, it requires evaluation as a potential historical resource. The property is not currently listed under any national, state, or local landmark or historic district programs, and was not identified as a potential historical resource during the most recent historic resources survey of the City of West Hollywood in 2016.

Dudek was retained by the City of West Hollywood to complete this Historic Resource Assessment, an intensive-level evaluation, as part of the environmental review of the proposed project in compliance with CEQA. This study included an intensive survey of the exterior of the Sunset Towers building by a qualified architectural historian; building development and archival research; development of an appropriate historic context; and evaluation of the Sunset Towers building for historical significance and integrity in consideration of National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), and City of West Hollywood Cultural Heritage Preservation Ordinance designation criteria.

Dudek concludes that the Sunset Towers building at 8730 Sunset Boulevard is not eligible for listing in the NRHP, CRHR, or as a cultural resource in the City of West Hollywood due to a lack of significant historical associations and a lack of architectural merit. The recommended California Historical Resource Status Code for the building is 6Z, "ineligible for designation at the national, state, and local levels through survey evaluation."

As the Sunset Towers building on the project site does not meet the definition of historical resources according to CEQA, the proposed project would have no direct impacts on historical resources. Indirect impacts were determined to be less than significant.[1] No mitigation is required or recommended.

[1] Jenna Snow and Kathryn McGee, *Cultural Resources Impacts Analysis Report, 8730 W. Sunset Boulevard, West Hollywood, CA 90069*. May 2021.

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1 Introduction

Dudek was retained by the City of West Hollywood to complete a Historic Resource Assessment for the proposed 8730 Sunset Boulevard Billboard and Façade Remodel Project (proposed project). The proposed project consists of installation and operation of a new billboard (known as The Sunset Worl) and associated façade improvements at the existing "Sunset Towers" building (the building) at 8730 Sunset Boulevard in the City of West Hollywood (City). The new billboard would consist of two sign faces. The proposed façade improvements would consist of new landscaping and new panels along the Sunset Boulevard-facing façade of the Sunset Towers building. No buildings are proposed for demolition as part of the proposed project.

The project site is located at 8730 W. Sunset Boulevard in the western portion of the City of West Hollywood within the Sunset Specific Plan area. The project site is associated with Assessor Parcel Number (APN) 5559-002-017. The project site is developed with an 80,000 square-foot, eight-story commercial office building (Sunset Towers building) and connected parking structure. Due to the sloping site, the building appears to be 7 stories from Sunset Boulevard. The building is located on the south side of Sunset Boulevard, extending through the full city block to Holloway Drive, in the City of West Hollywood.

This study includes an intensive exterior survey of the project site by a qualified architectural historian; building development and archival research; development of an appropriate historic context for the Sunset Towers building; and evaluation of the Sunset Towers building for historical significance and integrity in consideration of National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), and City of West Hollywood Cultural Heritage Preservation Ordinance designation criteria.

Project Setting

The area surrounding the project site is primarily developed with commercial uses that line Sunset Boulevard. Immediately adjacent to the project site is a small commercial office building to the east, a restaurant to the west, and office uses across Sunset Boulevard.

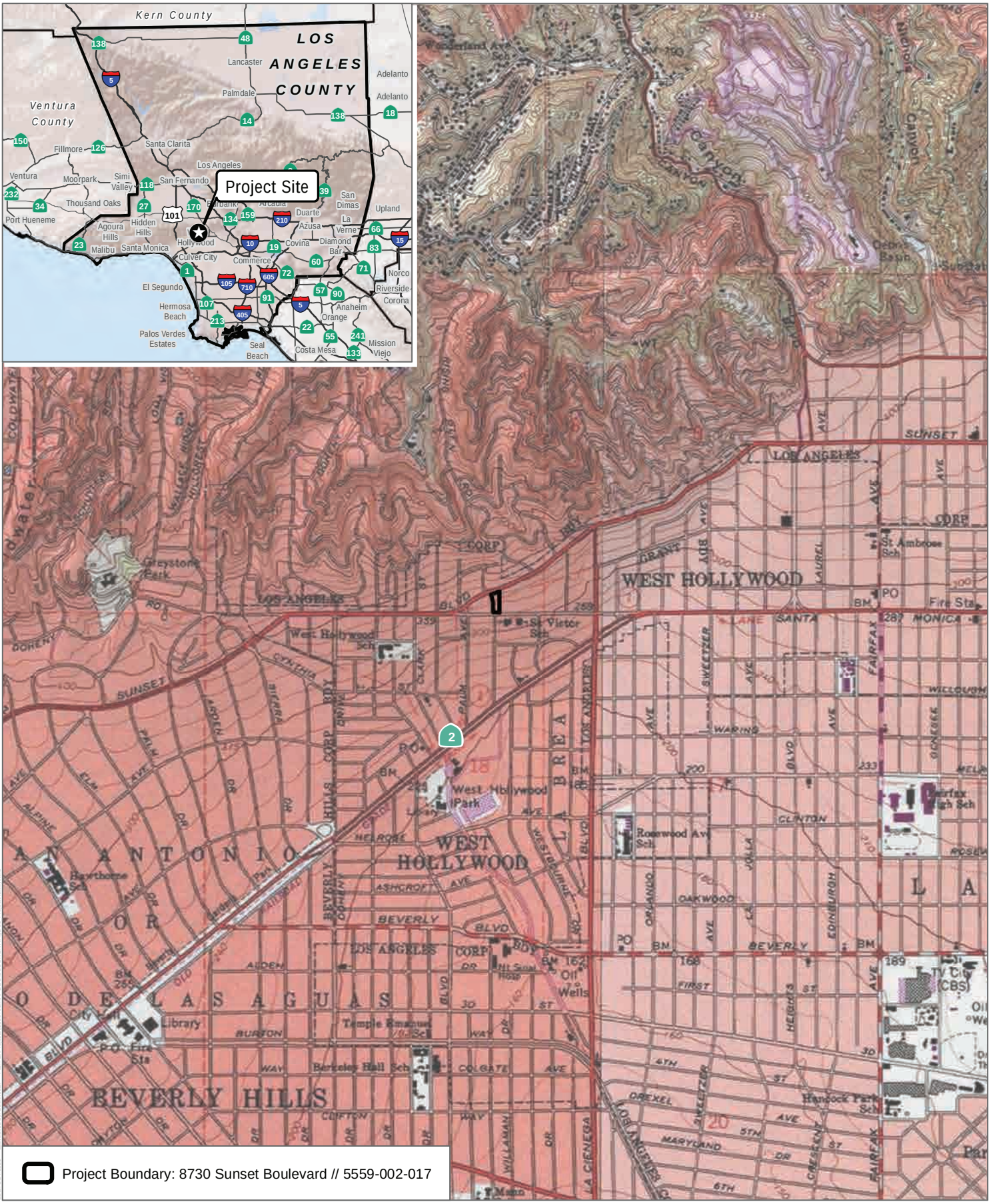
Sunset Boulevard, known as the "Sunset Strip," is an approximately 1.6-mile long segment of Sunset Boulevard that passes through the northern portion of the City at the foothills of the Santa Monica Mountains. The Sunset Strip is a dense corridor developed with commercial retail, performing arts, restaurant, hotel, and commercial office buildings reflecting many eras of development. The Sunset Strip is also a world-renowned location for signs, billboards, and creative advertising and includes a number of freestanding billboards as well as tall wall signs. The West Hollywood General Plan designates the project site as Sunset Specific Plan. Please see Figure 1 and Figure 2.

Project Description

The 8730 Sunset Boulevard Billboard and Façade Remodel Project consists of installation and operation of a new billboard (known as The Sunset Worl) and associated façade improvements at the existing "Sunset Towers" building at 8730 Sunset Boulevard in the City of West Hollywood. The new billboard would consist of two digital sign faces. The proposed façade improvements would consist of new landscaping and new panels along the Sunset Boulevard–facing façade of the Sunset Towers building.

Project Personnel

Dudek Architectural Historians Erin Jones, MA, and Allison Lyons, MSHP, prepared this report and associated property significance evaluation. The report was reviewed for quality assurance/quality control by Dudek Historic Built Environment Lead Sarah Corder, MFA. All authors and reviewers meet the Secretary of the Interior's Professional Qualification Standards (36 CFR Part 61) for architectural history or history. Resumes for all staff are provided in Appendix B (Preparers' Qualifications).



SOURCE: USGS 7.5-Minute Series Beverly Hills Quadrangles

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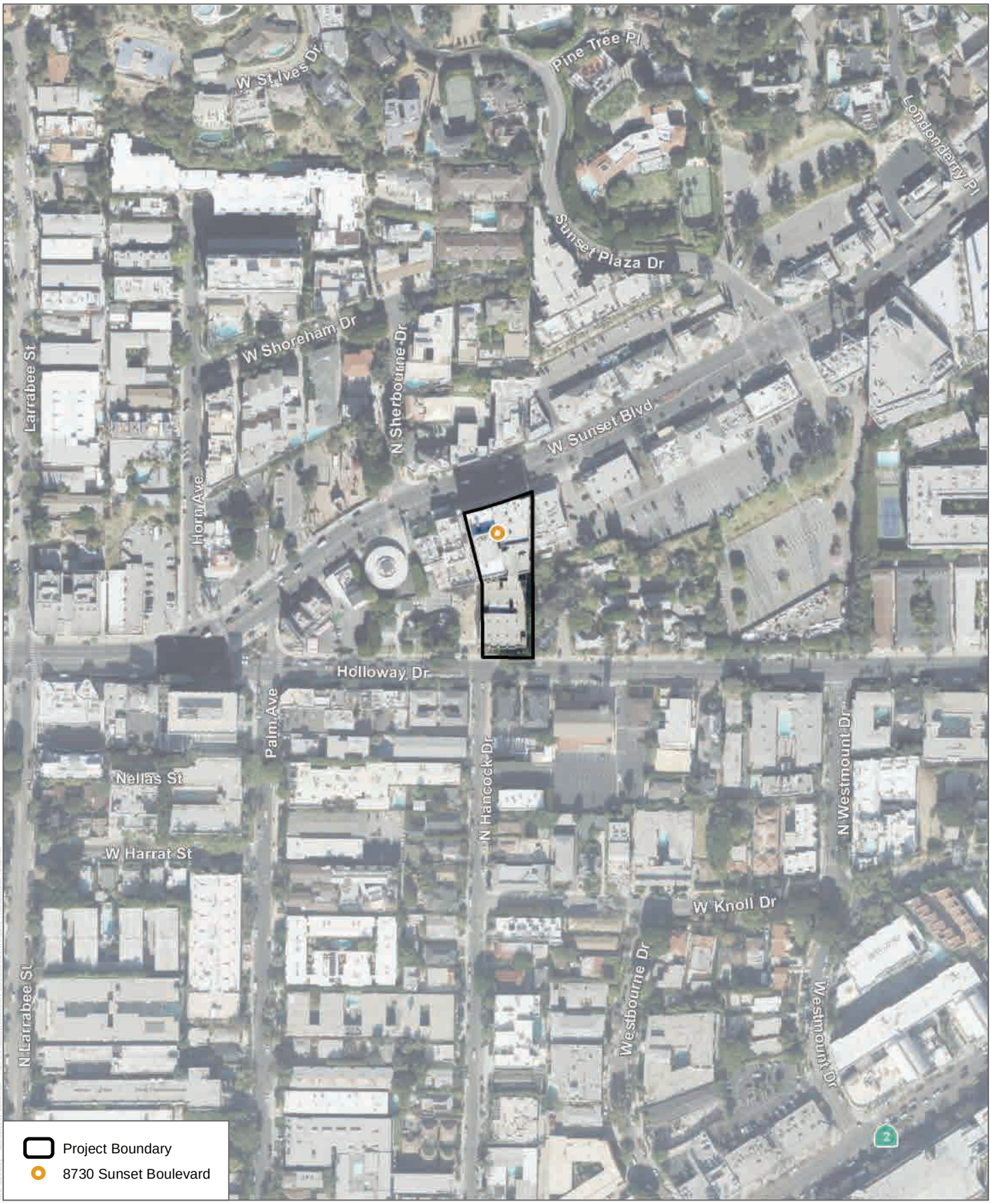
0 1,000 2,000 Feet
0 250 500 Meters
1:24,000

FIGURE 1

Project Vicinity

Sunset Boulevard Billboard Project

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SOURCE: Bing Maps (Accessed 2021), Los Angeles County 2011

0 125 250 Feet
0 50 100 Meters
1:3,000

FIGURE 2

Project Location

Sunset Boulevard Billboard Project

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2 Methodology

To complete the Historic Resource Assessment (HRA) of 8730 Sunset Boulevard, Dudek performed the following tasks:

- Dudek Architectural Historian Allison Lyons, MSHP, surveyed the project site on July 11, 2021. The survey entailed walking all the accessible exterior portions of the Sunset Towers building and documenting the Sunset Towers building with notes and photographs, specifically noting architectural features, spatial relationships, observed alterations, and examining any historic landscape features. Dudek documented this fieldwork using field notes and digital photography. Photographs of the Sunset Towers building were taken with a digital camera. All field notes, photographs, and records related to the current study are on file at Dudek's Pasadena, California, office.
- On July 30, 2021, Dudek obtained copies of all building permits and records for the Sunset Towers building for new construction, demolition, alteration, and addition from the City of West Hollywood Records Management Officer, Rocio Martinez. Supplemental research into the history of the Sunset Towers building was conducted through the Los Angeles County Office of the Assessor records, newspaper articles, and historic maps. Dudek utilized the Los Angeles Public Library's collection of Los Angeles City and County Directories, the collection of Sanborn Fire Insurance Company Maps (Sanborn), and the Los Angeles Times newspaper articles to determine the former tenants and uses of the Sunset Towers building. These documents were reviewed and used in the preparation of the permit research for the Sunset Towers building history presented in Section 4.
- Consulted the City of West Hollywood Historic Preservation website, wehopreservation.org, and database to determine if the Sunset Towers building was previously identified as a potential historical resource in a citywide historic resources survey and if the Sunset Towers building had been previously identified and evaluated for historic significance.
- Reviewed the City of West Hollywood Commercial Historic Resources Survey. In 2016, GPA Consulting completed the City of West Hollywood Commercial Historic Resources Survey, which identified potential historic resources among commercial properties located within the City constructed through 1975. This document also included a historic context statement for the commercial development of West Hollywood and research on properties identified as potentially eligible. Information about previous evaluations of the Sunset Towers building is presented in Section 5.
- Reviewed historic aerial photographs of the Sunset Towers building that are available through the University of California Santa Barbara (UCSB) special research collections for aerial photographs for the years 1927, 1938, 1952, 1959, 1960, 1965, 1973, 1981, and 1983, and Nationwide Environmental Title Research LLC (NETR) from the years 1947, 1948, 1960, 1972, 1980, 1994, 2003, 2004, 2010, and 2021. Results of this research can be found in Section 4.
- Accessed the Los Angeles County Built Environment Resource Directory (BERD) from the California Office of Historic Preservation (OHP) on August 8, 2021. The California Historical Resources Information System (CHRIS) maintains a wide range of documents and materials relating to historical resources. The BERD is an inventory of information, organized by county, regarding non-archaeological resources that OHP has filed in the CHRIS. The BERD inventory contains information only for built environment resources that have been processed through the office. This includes resources reviewed for eligibility for the NRHP, CRHR, and the California Historical Landmarks programs through federal and state environmental compliance laws, and resources nominated under federal and state registration programs. The BERD replaces the former Historic Properties Directory (HPD) that previously provided evaluation status information for resources processed through the OHP. Information about previous evaluations of the Sunset Towers building is presented in Section 5.

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3 Regulatory Framework

Federal

While there is no federal nexus for this project, the Sunset Towers building and project site were evaluated in consideration of the National Register of Historic Places (NRHP) designation criteria and integrity requirements.

National Register of Historic Places

The NRHP is the United States' official list of districts, sites, buildings, structures, and objects worthy of preservation. Overseen by the National Park Service, under the U.S. Department of the Interior, the NRHP was authorized under the National Historic Preservation Act, as amended. Its listings encompass all National Historic Landmarks, as well as historic areas administered by the National Park Service.

NRHP guidelines for the evaluation of historic significance were developed to be flexible and to recognize the accomplishments of all who have made significant contributions to the nation's history and heritage. Its criteria are designed to guide state and local governments, federal agencies, and others in evaluating potential entries in the NRHP. For a property to be listed in or determined eligible for listing, it must be demonstrated to possess integrity and to meet at least one of the following criteria:

The quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

A. That are associated with events that have made a significant contribution to the broad patterns of our history; or
B. That are associated with the lives of persons significant in our past; or
C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
D. That have yielded, or may be likely to yield, information important in prehistory or history.

Integrity is defined in NRHP guidance, "How to Apply the National Register Criteria," as "the ability of a property to convey its significance. To be listed in the NRHP, a property must not only be shown to be significant under the NRHP criteria, but it also must have integrity." NRHP guidance further asserts that properties be completed at least 50 years ago to be considered for eligibility. Properties completed fewer than 50 years before evaluation must be proven to be "exceptionally important" (criteria consideration G) to be considered for listing.

State

California Register of Historical Resources

In California, the term "historical resource" includes but is not limited to "any object, building, structure, site, area, place, record, or manuscript which is historically or archaeologically significant, or is significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California" (California Public Resources Code Section 5020.1(j)). In 1992, the California legislature established the California Register of Historical Resources (CRHR) "to be used by state and local agencies, private groups, and citizens to

identify the state's historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change" (California Public Resources Code Section 5024.1(a)). The criteria for listing resources on the CRHR were expressly developed to be in accordance with previously established criteria developed for listing in the NRHP, enumerated below. According to California Public Resources Code Section 5024.1(c)(1–4), a resource is considered historically significant if it (i) retains "substantial integrity," and (ii) meets at least one of the following criteria:

1. Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage.
2. Is associated with the lives of persons important in our past.
3. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.
4. Has yielded, or may be likely to yield, information important in prehistory or history.

In order to understand the historic importance of a resource, sufficient time must have passed to obtain a scholarly perspective on the events or individuals associated with the resource. A resource less than 50 years old may be considered for listing in the CRHR if it can be demonstrated that sufficient time has passed to understand its historical importance (see 14 CCR 4852(d)(2)).

The CRHR protects cultural resources by requiring evaluations of the significance of prehistoric and historic resources. The criteria for the CRHR are nearly identical to those for the NRHP, and properties listed or formally designated as eligible for listing in the NRHP are automatically listed in the CRHR, as are the state landmarks and points of interest. The CRHR also includes properties designated under local ordinances or identified through local historical resource surveys.

California Environmental Quality Act

As described further below, the following CEQA statutes and CEQA Guidelines are of relevance to the analysis of archaeological, historic, and tribal cultural resources:

- California Public Resources Code Section 21083.2(g) defines "unique archaeological resource."
- California Public Resources Code Section 21084.1 and CEQA Guidelines Section 15064.5(a) define "historical resources." In addition, CEQA Guidelines Section 15064.5(b) defines the phrase "substantial adverse change in the significance of an historical resource." It also defines the circumstances when a project would materially impair the significance of an historical resource.
- California Public Resources Code Section 21074(a) defines "tribal cultural resources."
- California Public Resources Code Section 5097.98 and CEQA Guidelines Section 15064.5(e) set forth standards and steps to be employed following the accidental discovery of human remains in any location other than a dedicated ceremony.
- California Public Resources Code Sections 21083.2(b)-(c) and CEQA Guidelines Section 15126.4 provide information regarding the mitigation framework for archaeological and historic resources, including examples of preservation-in-place mitigation measures; preservation-in-place is the preferred manner of mitigating impacts to significant archaeological sites because it maintains the relationship between artifacts and the archaeological context and may also help avoid conflict with religious or cultural values of groups associated with the archaeological site(s).

More specifically, under CEQA, a project may have a significant effect on the environment if it may cause "a substantial adverse change in the significance of an historical resource" (California Public Resources Code Section 21084.1; CEQA Guidelines Section 15064.5(b).) If a site is either listed or eligible for listing in the CRHR, or if it is included in a local register of historic resources or identified as significant in a historical resources survey (meeting the requirements of California Public Resources Code Section 5024.1(q)), it is a "historical resource" and is presumed to be historically or culturally significant for purposes of CEQA (California Public Resources Code Section 21084.1; CEQA Guidelines Section 15064.5(a)). The lead agency is not precluded from determining that a resource is a historical resource even if it does not fall within this presumption (California Public Resources Code Section 21084.1; CEQA Guidelines Section 15064.5(a)).

A "substantial adverse change in the significance of an historical resource" reflecting a significant effect under CEQA means "physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired" (CEQA Guidelines Section 15064.5(b)(1); California Public Resources Code Section 5020.1(q)). In turn, CEQA Guidelines section 15064.5(b)(2) states the significance of an historical resource is materially impaired when a project:

1. Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources; or
2. Demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources pursuant to section 5020.1(k) of the Public Resources Code or its identification in an historical resources survey meeting the requirements of section 5024.1(g) of the Public Resources Code, unless the public agency reviewing the effects of the project establishes by a preponderance of evidence that the resource is not historically or culturally significant; or
3. Demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register of Historical Resources as determined by a lead agency for purposes of CEQA.

Pursuant to these sections, the CEQA inquiry begins with evaluating whether a project site contains any "historical resources," then evaluates whether that project will cause a substantial adverse change in the significance of a historical resource such that the resource's historical significance is materially impaired.

Local

City of West Hollywood: Municipal Code Chapter 19.58

Chapter 19.58 of the City of West Hollywood's Municipal Code contains the City's Cultural Heritage Preservation Ordinance, which was adopted based on the following findings of the Council:

- **Threatened Structures and Sites.** The Council has determined that the character, history, and spirit of the City, State, and nation are reflected in the historic structures, improvements, natural features, objects, sites, and areas of significance located within the City and that in the face of ever increasing pressures of modernization and urbanization, cultural resources, cultural resource sites, and historic districts located within the City are threatened with alteration, demolition, or removal.
- **Preservation of Structures and Sites.** The Council has further determined that these threatened structures, representing the City's unique cultural, historical, and social foundations, should be preserved as a living

part of community life and development in order to build a greater understanding of the city's past and to give future generations the opportunity to appreciate, enjoy, and understand the city's rich heritage.

- **Methods of Preservation.** Recognizing that the use of historic preservation measures has become increasingly prevalent as a method for identifying and preserving cultural resources, the city joins with private concerns, the state, and the United States Congress to develop methods of preserving the city's unique aesthetic, architectural, cultural, and historical heritage, in compliance with the provisions of the National Historic Preservation Act of 1966, as amended, and state law (Government Code Section 37361). (Ord. 01-594 § 2 (Exh. A), 2001)

19.58.050 Criteria for Designation of Cultural Resources

The Historic Preservation Commission may approve a nomination application for and recommend designation of, and the Council may designate a cultural resource, or any portion thereof (both interior and exterior) or historic district in compliance with Sections 19.58.060 (Designation of Historic Districts) and 19.58.070 (Review and Approval of Designations) below if it finds that the cultural resource meets one or more of the following criteria.

A. Exemplifies Special Elements of the City. It exemplifies or reflects special elements of the city's aesthetic, architectural, cultural, economic, engineering, political, natural, or social history and possesses an integrity of design, location, materials, setting, workmanship feeling, and association in the following manner:
    1. It embodies distinctive characteristics of a period, method, style, or type of construction, or is a valuable example of the use of indigenous materials or craftsmanship; or
    2. It contributes to the significance of an historic area by being:
        a. A geographically definable area possessing a concentration of historic or scenic properties; or
        b. A thematically related grouping of properties which contribute to each other and are unified aesthetically by plan or physical development; or
    3. It reflects significant geographical patterns, including those associated with different eras of growth and settlement, particular transportation modes, or distinctive examples of community or park planning; or
    4. It embodies elements of architectural design, craftsmanship, detail, or materials that represent a significant structural or architectural achievement or innovation; or
    5. It has a unique location or singular physical characteristic or is a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city; or
B. Example of Distinguishing Characteristics. It is one of the few remaining examples in the city, region, state or nation, possessing distinguishing characteristics of an architectural or historical type or specimen; or
C. Identified with Persons or Events. It is identified with persons or events significant in local, state, or national history; or
D. Notable Work. It is representative of the work of a notable architect, builder, or designer. (Ord. 03-663 § 4, 2003; Ord. 02-643 § 48, 2003; Ord. 01-594 § 2 (Exh. A), 2001)

19.58.060 Designation of Historic Districts

Except as outlined below, the criteria and procedure for designating an historic district shall be the same as for designating individual cultural resources as in Section 19.58.070 (Review and Approval of Designations).

A. Historic Resources Survey. As part of the nomination for designating an historic district, an historic resources survey shall be prepared identifying all contributing resources and non-contributing resources. If not otherwise designated, all cultural resources listed in a designated historical district will be considered

"contributing." The survey may also identify contributing landscaping, natural features or sites. The survey shall be reviewed in accordance to the designation procedures listed below. The survey shall identify the manner in which the proposed district possesses a significant concentration, linkage, or continuity of sites, buildings, structures or objects united historically or aesthetically by plan or physical development within the period of significance and within the context of the district.

B. Finding of Contribution. Each cultural resource within a proposed historic district must be identified as a contributing resource. If a resource is individually designated, it is then automatically considered a contributing resource within the district that includes it. (Ord. 02-643 § 49, 2003; Ord. 01-594 § 2 (Exh. A), 2001)

General Plan 2035

Chapter 4, Historic Preservation, of the 2035 General Plan provides the following goals and policies potentially relevant to the proposed project:

HP-1: Expand the base of information on the City's history.

Intent: The City has planned for and made provisions to recognize its history in a West Hollywood Room in the West Hollywood Library. To expand the City's effort in the creation of this special room, the City will develop policies for and obtain documents, maps, photographs, and other materials that are relevant to the City's past. To maintain relevant historical documents on-hand at City Hall and the West Hollywood Room that will serve as reference materials to assist the City in making decisions regarding historic preservation.

- HP-1.1 Work with partners to program, curate, and support the West Hollywood Room in the West Hollywood Library and to support the mission to protect and preserve its heritage.
- HP-1.2 Develop an archival policy and archive of historic documents associated with West Hollywood to share with the community, educators, and researchers.
- HP-1.3 As feasible, maintain an internal resource center containing a collection of relevant historic documents.

HP-2: Continue to identify and evaluate cultural resources.

Intent: To ensure that historically significant properties are identified and evaluated for preservation as cultural resources.

- HP-2.1 Continue to revise and update the West Hollywood Historic Resources Survey as needed.
- HP-2.2 Continue to seek designation of eligible properties as West Hollywood Cultural Resources and/or Historic Districts.
- HP-2.3 As feasible, provide assistance in applications for designated West Hollywood Cultural Resources to be nominated as properties in the California and National Registers.

HP-3: Protect cultural resources from demolition and inappropriate alterations.

Intent: To recognize the importance of historic properties as valuable cultural resources and to maintain and preserve these properties for future generations.

- HP-3.1 Revise and update the Historic Preservation Element of the West Hollywood General Plan on a regular basis.
- HP-3.2 Ensure the protection of cultural resources through enforcement of existing codes.

- HP-3.3 Continue to coordinate Section 106 (National Historic Preservation Act) procedures with other environmental review procedures.
- HP-3.4 Continue to allow for the adaptive reuse of cultural resources.
- HP-3.5 Develop post-disaster policies and plans for designated cultural resources to encourage preservation of damaged cultural resources.
- HP-3.6 Suspend development activity when archaeological resources are discovered during construction. The project sponsor will be required to retain a qualified archaeologist to oversee the handling of resources in coordination with appropriate local and State agencies and organizations and local Native American representatives, as appropriate.
- HP-3.7 Continue to coordinate with City staff from various fields so that historic preservation goals are recognized, taking into consideration the implications historic preservation can have on other established City goals.

HP-4: Increase the public's awareness of the City's history and cultural resources.

Intent: To provide the public with an understanding of the City's past and to create a sense of pride in the City's cultural resources.

- HP-4.1 Continue to educate the public about the history of West Hollywood.
- HP-4.2 Continue to memorialize significant people, places, and events in the history of West Hollywood through plaques and public art.
- HP-4.3 As feasible, maintain information on cultural resources on the City website.

HP-5: Promote the preservation of cultural resources through maintenance and rehabilitation incentives and technical assistance.

Intent: To create incentives to encourage and assist property owners and developers in preserving historically significant cultural resources.

- HP-5.1 As feasible, maintain a resource library that includes technical information on the treatment of historic properties.
- HP-5.2 Consider providing relief from some taxes and fees for preservation projects.
- HP-5.3 Explore new sources of revenue such as grants and loans that can be used for the maintenance, rehabilitation, or restoration of cultural resources, or operating the City's preservation program.
- HP-5.4 As feasible, evaluate City programs for opportunities to underwrite the maintenance, rehabilitation or restoration of cultural resources.
- HP-5.5 Consider reevaluating the usefulness of the Transfer of Development Rights Program.
- HP-5.6 Consider directing capital improvement funds towards the preservation and enhancement of cultural resources and historic districts

HP-6: Use historic preservation concepts as tools for economic development.

Intent: To utilize the City's cultural resources in a manner that assists the overall economic development of the City.

- HP-6.1 Seek opportunities to work with business and professional groups to incorporate cultural resources into their promotions of business and tourism.
- HP-6.2 As feasible, incorporate goals and objectives related to cultural resources into public and private plans for economic development.

City of West Hollywood Sunset Specific Plan & Amendments

The Sunset Specific Plan was adopted in 1996 and has had several amendments added through January 1, 2019. The plan's primary goals were to preserve the eclectic character of Sunset Boulevard, manage and direct growth, and promote responsible development. Upon adoption by the City of West Hollywood, the Sunset Plan acted as a supplement to the City's General Plan and its Zoning Ordinance and included urban design standards, density strategies, cultural resource guidelines, and land-use and development regulations. The document was designed to specifically respond to the particular urban conditions of the Boulevard and its polities, standards, and guidelines.

The project site is located within Sunset Specific Plan Area 6- Holloway Triangle, forming the eastern boundary of Area 6. This section is one of the major intersections on Sunset Boulevard with entertainment billboards and a unique daytime and nighttime pedestrian entertainment atmosphere. The project site was given the label "6-B: 8730-8788 Sunset Boulevard and 8731-8737 Holloway Drive," but the report does not mention the project site's specific buildings individually nor does it go into detail to provide any analysis on the buildings histories or significance.

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4 Environmental Setting

History and Description of Surrounding Area[2]

The Sunset Towers building is located on Sunset Boulevard in the western portion of the City of West Hollywood. Sunset Boulevard, known as the "Sunset Strip," is an approximately 1.6-mile long segment of Sunset Boulevard that passes through the northern portion of the City at the foothills of the Santa Monica Mountains. The Sunset Strip is a dense corridor developed with commercial retail, performing arts, restaurant, hotel, and commercial office buildings reflecting many eras of development.

The western portion of Sunset Boulevard was developed with low-rise commercial office buildings in the late 1920s and 1930s. The earliest notable concentration of commercial development of Sunset Boulevard began with the construction of four Georgian Revival-style buildings by developer Francis Montgomery. Additional West Hollywood commercial districts developed along the streets south of Santa Monica Boulevard: Beverly Boulevard, Melrose Avenue, and Robertson Boulevard. By the eve of World War II, West Hollywood was largely developed.

The development that took place in the post-World War II period largely consisted of infill or the reuse or replacement of buildings constructed during earlier decades. By the 1960s, several high-rise hotels and commercial office buildings with sleek Modern designs were constructed along Sunset Boulevard.

During the period between 1966 and 1984, development trends favored strip malls, usually two-story, stucco commercial office buildings separated from the street by a parking lot. Sunset Boulevard was fully developed by this period and very few new buildings were constructed along the boulevard in the vicinity of the project site in the last quarter of the twentieth century.

[2] GPA Consulting, "Historic Context Statement, City of West Hollywood Commercial Historic Resources Survey," September 2016: 16, 34, 54, and 69; Architectural Resources Group, "City of West Hollywood R2, R3, R4 Multi-Family Survey Report," November 2008: 15-21; Johnson Heumann Research Associates, "City of West Hollywood Historic Resources Survey, 1986-1987. Final Report.," 1987; Historic Resources Group (HRG) "Historic Resource Assessment Report: 8852 Sunset Boulevard, West Hollywood," June 3, 2019; HRG, "Addendum 8852 Sunset Boulevard." December 6, 2019.

Construction and Occupancy History of Sunset Towers Building

Sunset Towers Building Description



Figure 3. 8730 Sunset Boulevard, primary elevation and east side elevation, view facing west, 2021, Dudek

The Sunset Towers building is an eight-story, high-rise commercial office building with elements of the Late Modern style and an attached parking structure. The building is located in a corridor of varied commercial development. The Sunset Towers building is located on an irregularly shaped city block.

The Sunset Towers building has frontage on two streets and is situated on a site that slopes down to the southwest. The building is best understood as two distinct parts: uphill (commercial office building) and downhill (parking structure). The commercial office building is oriented to the north, with its primary elevation on Sunset Boulevard (Figure 3). The second street frontage is to the south, downslope on Holloway Drive, with a parking structure entrance fronting Holloway Drive (Figure 9). While the commercial office building and parking structure sections are distinctively two masses, with two different rooflines, they connect internally. The irregular plan of the building follows the irregular, hillside site.

At the primary elevation along Sunset Boulevard, the irregular plan and plane of the elevation are not apparent from the adjacent sidewalk, and the building appears to be rectangular. The building has a base-shaft composition with a flat roof and raised, flat parapet flush with the shaft. A projecting central elevator tower is located in the middle of the commercial office building roof. The building is divided by stone-clad vertical elements into seven bays at street level. Above street level, there are four vertical divisions formed by irregular, non-flush planes of fenestration.



Figure 4. 8730 Sunset Boulevard, primary elevation, view facing southwest, 2021, Dudek

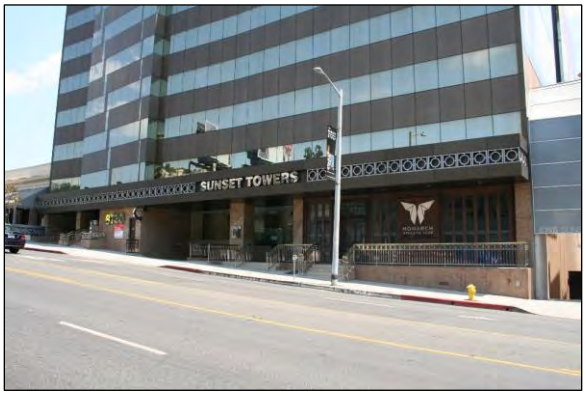


Figure 5. 8730 Sunset Boulevard, primary elevation, storefronts, view facing southeast, 2021, Dudek

The street level is slightly recessed from the upper levels. The street level of the building is divided into one fully glazed lobby entrance to the east, a garage with a driveway entrance in the centers, and a storefront at the west end of the building (Figure 5). Along the street level, cladding is panels of granite veneer in a red-brown hue. The lobby entrances and storefronts are a combination of materials. At the east end, the lobby is fully glazed. At the west end, the storefront is wood frame. Irregular concrete steps and ramps with metal handrails lead up to the building entrance, responding to the slope of the site.

A metal awning with signage runs the length of the façade between the street level and upper floors. Reflective metal lettering reading "SUNSET TOWERS" is centered on the horizontal awning over the street level entrances. Above the street level, the elevation is a combination of dark metal panels and reflective rectangular windows arranged in horizontal bands with a thin metal sash.



Figure 6. 8730 Sunset Boulevard, primary elevation and west side elevation, view facing southeast, 2021, Dudek



Figure 7. 8730 Sunset Boulevard, primary elevation and west side elevation, view facing east, 2021, Dudek

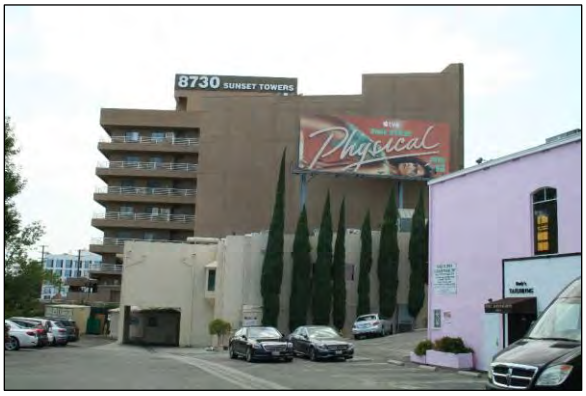


Figure 8. 8730 Sunset Boulevard, east side elevation, view facing west, 2021, Dudek



Figure 9. 8730 Sunset Boulevard, rear elevation and parking structure, view facing north, 2021, Dudek

The side elevations along the east and west appear to be stucco divided into rectangular panels. Billboard advertising is affixed to almost the entire length of the west elevation (Figure 6 and Figure 7). There is no fenestration along the east elevation (Figure 8). A large pole sign is located adjacent to the east elevation. Additional signage is affixed to the central elevator tower projecting from the roof.

The rear elevation of the Sunset Towers building, oriented south and visible downhill from a distance along Holloway Drive, is composed of concrete and stucco balconies with a metal rail along each floor. The balconies run the entire length of the rear elevation (visible from the east side elevation, Figure 8). Fenestration, likely entrances to the balconies, is not visible from the street level.

The parking structure along Holloway Drive is five levels above ground (Figure 9). At its first level, it appears to be constructed of solid masonry unit walls. There is a vehicle entrance on the east side of the structure. Above the first level, the structure appears to be concrete construction. Solid panels between vertical structural elements extend up the length of the full height of the structure.

Generally, the Sunset Towers building appears to be in good condition.

Sunset Towers Building History

Construction History Overview

The Sunset Towers building was constructed in two phases. The Sunset Towers building was initially constructed as a eight-story building for the Continental Bank of Los Angeles between 1957 and 1959.[3] The Continental Bank of Los Angeles commissioned the eight-story commercial office building in 1957 as well as subsequent additions that were completed in 1966. The Sunset Towers building was one of two locations for the bank; the other was its headquarters at 9430 Wilshire Boulevard in the financial center of the City of Beverly Hills.[4] Building permits for the commercial office building could not be located.

Between 1965 and 1966, the building was expanded to the south with a 10-story addition and a five-story (four deck) parking structure. Due to the sloping nature of the site, the 10-story rear addition aligned the roofline of the

[3] "Seek Permission for New Building," *The Van Nuys News and Valley Green Sheet* (October 13, 1957), 34; "West Hollywood, Miracle Mile, Sunset Strip in News," *Citizen-News* (December 30, 1963), 13.

[4] "Beverly Hills Unit of Bank Opens Jan. 20," *Los Angeles Times* (January 5, 1964), 12.

existing commercial office building. A partially subterranean three-story parking garage, accessed from Sunset Boulevard, was constructed as part of the addition. The alterations completed in 1965 included an expansion of the storefront along the street level. The street level cladding was Italian marble and mosaic. The architect for the addition and parking structure was Hoops, Borbals & Associates. The contractor was Sy Art Construction Corporation.[5] The owner was John B. Zurlo, president of Continental Bank of Los Angeles.

Signage, cladding, and awnings were altered multiple times from the 1980s through 2010s. The storefronts and entrances along the street level were completely changed in 2001. A new canopy, steps, and lobby were installed in 2003. A billboard was added to the west elevation in 2013. (Please see Permit Research below for a more thorough list of recent alterations).

Permit Research

In July 2021, the City provided copies of all available building permits for the Sunset Towers building for new construction, demolition, alteration, and additions. These documents were essential in establishing a history of alterations to the Sunset Towers building after 1989; limited permits were available for work completed before 1989. The majority of permits on file relate to the installation of fire sprinklers and are not fully listed below. Selected building permits that illustrate the development of the Sunset Towers building since 1989 are as follows:

- 1990: installation of fire sprinklers (Permit #B89-000-486).
- 1990: interior non-bearing partitions were implemented in recording studio (Permit #B89-000-457).
- 1994: addition of an illuminated canopy sign to building (Permit #B89-002-430).
- 1994: remodeled bar and addition of new deli counter to existing restaurant (Permit #B89-002-357).
- 1997: Interior Demolition and Barricade (Permit #B89-003-628).
- 1997: Tenant Improvement To Existing Restaurant (Permit #B89-003-643).
- 1999: instillation of awning (Permit #B99-000-542 (Permit #B99-000-542).
- 2000: installation of wireless telecommunications equipment on the roof (Permit #B00-001-181).
- 2001: New Storefront (Permit #B01-001-659).
- 2001: Replace Front Entry Door (Permit #B01-001-921).
- 2001: implementation of non-illuminated steel letters on stand-offs (Permit #B01-001-918).
- 2002: Interior Remodel. BLDG location and setbacks. Dressing Room and counter (Permit #B01-001-848).
- 2003: Remove Interior Wall, Replace Stairway (Permit #B03-003-686).
- 2003: new canopy, floor, steps, and lobby (Permit #B02-002-568).
- 2004: Concrete Stair Stringer Reinforcement Detail (Permit #B04-003-887).
- 2006: Minor modification of existing telecommunications facility on roof (Permit #B06-000-647).
- 2007: Tenant Improvement of Office Space (Permit #B07-000-176).
- 2010: installation of new wireless facility in penthouse (Permit #B07-000-700).
- 2011: Tenant Improvement for a restaurant (Permit #B11-000-550).
- 2011: Tenant Improvement of Office Space (Permit #B11-000-913).
- 2011: Upgrade Existing Wireless Facility (Permit #B11-000-897).

[5] City of West Hollywood, "Building permit 0754," 1966; "Work starts on 10-story Bank Annex" *Citizen-News* (March 3, 1965), 17.

- 2013: Installation of lighting fixtures for new illuminated billboard (Permit #B13-000-287 and Permit #B13-000-828).
- 2014: Addition of signage on top of tall wall (Permit #B14-000-288).
- 2019: Restaurant transitioned into training gym (kitchen to remain) (Permit #B19-00418).

Historic Aerial and Sanborn Review

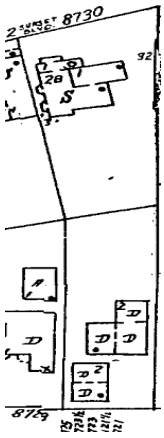
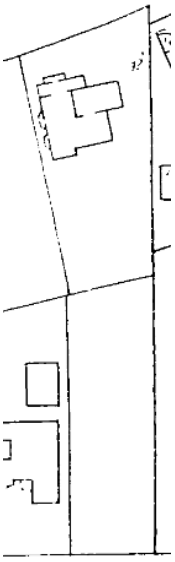
Historic aerial photographs of the project site are available through the UCSB Library's collection of aerial photography for the years 1927, 1938, 1952, 1959, 1960, 1965, 1973, 1981, and 1983, and Nationwide Environmental Title Research LLC (NETR) from the years 1947, 1948, 1960, 1972, 1980, 1994, 2003, 2004, 2010,

Table 1. Historical Aerial Photograph Review

Year	Observations and Findings
1927	Sunset Boulevard and Holloway Drive are both developed and are heavily lined with urban development. Three buildings are located on the future site of the Sunset Towers building: one fronting Sunset Boulevard and the other two fronting Holloway Drive. Mature trees line the western property boundary. Agricultural fields and orchards are visible east and west of the project site.
1938	By 1938, the buildings fronting Holloway Drive have been demolished. There is a grassy field behind (south) of the building sited along Sunset Boulevard. Mature trees still line the west side of the project site. The immediate surrounding of the project site is urban development, although the fields and orchards are still present to the west and east of the project site.
1947	Two buildings are fronting Sunset Boulevard with a row of trees separating them. A building has been constructed with frontage along Holloway Boulevard. Holloway Drive has been developed southwest of the project site, altering the fields that were there in 1938.
1948	By 1948, the row of trees separating the two buildings located at Sunset Boulevard on the project site have been removed. The land around Holloway Drive is developed with trees and grass landscaping. There are no orchards visible near the project site.
1952	There have been no changes to the project site since the 1948 aerial photograph.
1960	The two buildings that were located on the project site have been demolished. A single, tall tower (the first iteration of the Continental Bank of Los Angeles that became the Sunset Towers building) has been developed to front Sunset Boulevard.
1965	The Continental Bank of Los Angeles building (later Sunset Towers) has been expanded south towards Holloway Drive. Parking lots are located to the east and west. The parking garage is separated from Holloway Drive by a row of mature trees.
1972	The Sunset Towers building appears as a complex of multi-tiered towers that front Sunset Boulevard and extend south to Holloway Drive. The properties to the west have been developed into large building complexes. Mature trees line Holloway Drive directly east of the Sunset Towers building parcel.
1980	There have been no developments to the Sunset Towers building since the 1972 aerial photograph.
1994	There have been no developments to the Sunset Towers building since the 1972 aerial photograph.
2003	There have been no developments to the Sunset Towers building since the 1972 aerial photograph. Mature trees line the southern (rear) portion of the parcel along Holloway Drive. Paved parking lots are directly west of the northern (front) portion of the Sunset Towers property. The area surrounding the building in all directions is heavily developed with an urban environment.
2004	There are no major changes to the footprint of buildings surround the Sunset Towers. Mature trees appear to have been removed.
2010	There have been no developments to the Sunset Towers building or surrounding property since the 2004 aerial photograph.

Dudek reviewed all available Sanborn Fire Insurance Maps of the project site. The Sunset Towers building appears in two maps from the Los Angeles vol. 10 map set for the years spanning 1906-1951.

Table 2. Historical Sanborn Map Review

Year	Observations and Findings	Map Detail
1919-1938	Three small buildings were located where the modern building now stands. The building site at 8730 Sunset Boulevard marked with an "S" was used as a storefront. The staggered set of buildings marked with a "D" that front Holloway Drive were dwellings that exhibited a rectangular and an L-shaped footprint.	
1938	By the 1938 Sanborn Map, there was a single building with a complex plan sited at 8730 Sunset Boulevard. The dwellings that fronted Holloway Drive in the previous Sanborn have been demolished.	

Tenants

The current tower building known as the Sunset Towers building was initially completed in 1959 as the Continental Bank of Los Angeles. At that time, the primary tenant was the Continental Bank of Los Angeles. The bank president

John B. Zurlo was listed as the owner.[6] Continental Bank of Los Angeles and John B. Zurlo were also listed as the owners during the construction of the addition and parking structure from 1964 to 1966.[7]

Research indicates that John B. Zurlo was born in Los Angeles in 1908.[8] He held various jobs throughout his lifetime, working as a gas station attendant in the 1930s and a realtor f or Brent-Air Realty in the 1950s.[9] He was described in newspaper articles as a realtor.[10] Though he lived in Brentwood, his voter registration was associated with the building in 1962.[11] His name rarely appeared in newspapers or articles about the financial industry. Zurlo passed away in 2009. Though he appears to have been a successful businessman, research did not reveal any reason to believe that John B. Zurlo is a person of historic significance.

Continental Bank of Los Angeles remained the primary tenant through 1965 when the entire building was advertised for lease.[12] Dana Industries, a "manufacturer of chemical products and franchising products" appears to have been the primary tenant during the 1960s. Dana Industries had been in business since 1957 and had 87 locations across nine states.[13] The company appears to have remained in the building through the end of the 1960s. There is no indication that the building was the location of their manufacturing operation.

Turnover of tenants at the Sunset Towers building was frequent. Additional tenants at the building in the 1960s included Hertz Car Leasing (1965), Astro Dynamics (1968), Panchito's Restaurant (1968), and Anthony Hall Enterprises (1969-1970).

From the 1970s through 2010s, the tenants appear to have been a variety of investment companies, insurance agencies, production companies, talent agencies, and various entertainment-related media companies. None of these businesses appear to have been long-term tenants that made significant contributions to the growth and development of the entertainment or hospitality industries during the time they were located in the Sunset Towers building. Two music industries companies, Anthony Hall Enterprises (tenant of the Sunset Towers building from 1969-1970) and EMI Records (tenant of the Sunset Towers building from 1991-1997), had offices in the building. Both of these companies were based in the United Kingdom and research did not indicate these companies made important contributions to the growth of the music industry from the Sunset Towers building during the time they were tenants in the building. A restaurant typically occupied the street level storefront, but turnover was frequent. The restaurant on the street level was converted to a gym in 2019.

Historic Contexts

The potential significance of a property must be evaluated within its historic context(s). Historic contexts are those patterns or trends in history by which a specific property is understood. The City of West Hollywood Commercial Historic Resource Survey completed by GPA Consulting in September 2016 includes a historic context that outlines

6 "Seek Permission for New Building," *The Van Nuys News and Valley Green Sheet* (October 13, 1957), 34; "West Hollywood, Miracle Mile, Sunset Strip in News," *Citizen-News* (December 30, 1963), 13.

7 City of West Hollywood, "Building permit 0754," 1966.

8 Ancestry.com, *U.S. Find a Grave Index, 1600s-Current*, [database on-line] (Provo, UT, USA: Ancestry.com Operations, Inc.), 2012.

9 "*Westwood, Brentwood, and Bel-Air City Directory 1955-1956*," Accessed August 10, 2021, https://rescarta.lapl.org:443/ResCarta-Web/jsp/RcWebImageViewer.jsp?doc_id=040428be-8b21-4de1-9b1e-3421068c0f1c/cl000000/20190731/00000012&pg_seq=256&search_doc=&query1_modifier=AND&query1=zurlo&query1_field=CONTENT.

10 "Work Starts On 1st Of Two New Offices," *Los Angeles Times* (July 23, 1961), I11.

11 Ancestry.com, *Los Angeles County Voter Registration Roll 167 1962* [database on-line] (Provo, UT, USA: Ancestry.com Operations, Inc.), 2012.

12 "Prominent Commercial Office Building," *Los Angeles Times* (January 3, 1965), 324.

13 United States. Bureau of Domestic Commerce, United States. Business and Defense Services Administration, United States. Department of Commerce, United States. Task Force for Equal Opportunity in Business, *Franchise Company Data for Equal Opportunity in Business* (U.S. Department of Commerce, Business & Defense Services Administration, 1965), 90.

relevant themes, periods, events, people, and architectural styles within which potential historical resources can be evaluated. The most relevant historic context for the evaluation of the Sunset Towers building is Commercial Development, specifically along Sunset Boulevard during the periods defined as *Postwar West Hollywood 1946-1965* and *Modern West Hollywood 1966-1984*.

The Sunset Towers building is a commercial office building initially constructed between 1957 and 1959, then altered between 1965 and 1966. It is an example of the associated property type of commercial office buildings. Additionally, within the setting of West Hollywood, the architectural style of the Sunset Towers building is best described as Late Modern, one of the architectural trends identified in the *Modern West Hollywood 1966-1984* theme. These historic contexts, as well as additional background information relevant to the Sunset Towers building, were referenced to develop the context included below.

Commercial Development, Postwar West Hollywood 1946-1965 and Modern West Hollywood 1966-1984

Early Commercial Development Along the Sunset Strip

The City of West Hollywood began as Sherman, a small community associated with a railroad and service yard on present-day Santa Monica Boulevard. The town began to develop as the land around the yard was subdivided. Sherman's growth accelerated after the arrival of the motion picture industry, mostly concentrated in Hollywood to the east, in the late 1910s. By the 1920s, Sherman and Hollywood to the east emerged as locations for film studios. Beverly Hills, to the west of Sherman, became a desirable residential area, especially for prominent and successful members of the film industry. Much of Sherman's development in the first decades of the twentieth century was driven by its location between Hollywood and Beverly Hills.

The transformation of Sunset Boulevard into a commercial thoroughfare began in the 1920s. In the early twentieth century, Santa Monica Boulevard functioned as the Town of Sherman's main thoroughfare. At the same time, the area around Sunset Boulevard remained rural. In 1923, the John A. Evans Corporation purchased a section north of Sunset Boulevard from the Hacienda Park Land Company and installed sewer and gas lines.[14] The Evans Corporation also graded and named the streets, setting the area up to be a viable development.



[14] Jon Ponder, "Aerial View of 1930s West Hollywood," Playground to the Stars, accessed August 16, 2021, http://www.playgroundtothestars.com/2014/12/aerial-view-of-1930s-west-hollywood/#more-6260.

Figure 10. Aerial of Sherman showing Santa Monica and Sunset Boulevards, 1925, Martin Turnbull)

Sherman and West Hollywood were unincorporated, falling under the authority of the sheriff's department of Los Angeles County, resulting in less stringent oversight. As a result, numerous bars and lesbian, gay, bisexual, transgender, queer (LGBTQ)-friendly clubs were established along the unincorporated portion of Sunset Boulevard. After the implementation of Prohibition in 1920, Sherman's status as an unincorporated county area resulted in a slightly more permissive approach to liquor sales, despite it being illegal. The reputation that Sherman gained as a nighttime haunt during this period would contribute to the town's prosperity in the following decades and establish its unique identity within Los Angeles County. In 1925, Sherman looked to capitalize on the popularity of its neighboring town Hollywood renamed itself West Hollywood, which it had been using informally for a few years prior.

The growth seen in the first half of the 1920s continued into the rest of the decade with the development of low-rise commercial office buildings on the western end of Sunset Boulevard. The street was still an unincorporated county road at this time, but began to gain popularity amongst the Hollywood elite, while Santa Monica Boulevard remained more industrial. Larger-scale properties along Sunset Boulevard were constructed in the late-1920s and 1930s. These included Sunset Plaza, to the west of the Sunset Towers building, and Sunset Tower (no relation to the Sunset Towers building). First referred to as the Sunset Strip in 1935, this stretch of unincorporated county road became synonymous with Hollywood glamour. In contrast, Santa Monica Boulevard, the other major east-west thoroughfare of West Hollywood, became part of Route 66. As a result, automobile-related commercial office buildings, including gas stations and car repair facilities, were constructed in increasing numbers along Santa Monica Boulevard. The street retained a more working-class character in comparison to the glamour of Sunset Boulevard.



Figure 11. Jane Jones Little Club was located at 8730 Sunset Boulevard in the 1930s. The building was demolished in the late 1950s, Life Magazine via Playground to the Stars

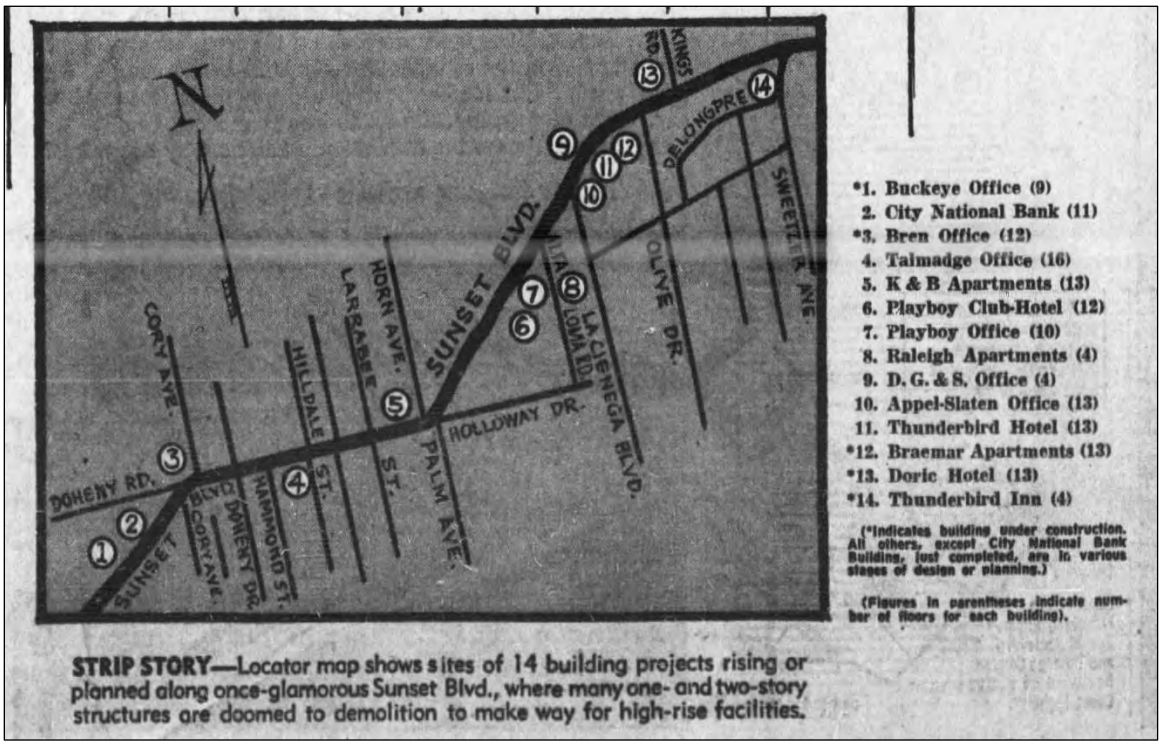
The earliest commercial development of Sunset Boulevard began with the construction of four Georgian Revival-style buildings by developer Francis Montgomery. The small commercial area, united by style and massing, was expanded in the 1930s and was later known as Sunset Plaza. As developers saw the commercial potential of Sunset Boulevard early in the 1930s, property owners lobbied the County Board of Supervisors for zoning changes and infrastructure improvements, allowing the Sunset Strip to develop well into the 1940s. Business professionals in

the entertainment industry began to open offices in the small buildings along Sunset Boulevard. By the mid-1930s, the Sunset Strip had become the center of Hollywood's entertainment industry social scene, with a variety of celebrity-frequented nightclubs such as the Trocadero, Mocambo, and Ciro's. These clubs epitomized the glamour and star-power of Hollywood. The Sunset Strip was also the location of LGBTQ nightclubs. One upscale lesbian club, Jane Jones Little Club, was located on the project site in the mid-1930s (Figure 11) (building demolished). Property types such as restaurants, nightclubs, and supper clubs dominated the commercial landscape of the Sunset Strip from the start of World War II through the early postwar period.

Postwar West Hollywood 1946-1965

Following World War II, the Sunset Strip began an era of transformation. West Hollywood became the center of the region's creative cultures and communities. The name Sunset Boulevard had prestige and developers seized the opportunity to acquire and demolish the one and two-story buildings of the Sunset Strip at a relatively low cost "to make way for the structures of the sixties."(Figure 12) [15] In the early 1960s, there was a boom of high-rise hotels and commercial office buildings construction along the boulevard.

By 1962, more than a dozen new buildings between four and sixteen stories were planned for the Sunset Strip. The first new buildings were hotels and apartments. High-rise commercial office buildings dominated the new construction, with eight commercial office buildings planned for the Strip in 1962. Among these was the 11-story City National Bank. The remaining older small-scale commercial office buildings were taken over by the arts scene and new youth culture. This era represented one of the final waves of architectural development in West Hollywood during the twentieth century. Very few architecturally distinctive commercial office buildings were constructed after 1965.



STRIP STORY—Locator map shows sites of 14 building projects rising or planned along once-glamorous Sunset Blvd., where many one- and two-story structures are doomed to demolition to make way for high-rise facilities.

[15] Tom Cameron, "Sunset Strip Being Transformed By High-Rise Office Structure Trend," *Los Angeles Times* (April 29, 1962), I13.

Figure 12. Illustration accompanying article on the development of high-rise commercial office buildings along the Sunset Strip. The Sunset Towers building is specifically excluded 1962, Los Angeles Times

The nature of the entertainment venues along the Strip changed during this period as traditional nightclubs gave way to the rock music scene. In 1964, Whiskey a Go-Go became the first of many trendsetting clubs that began the second heyday of the Sunset Strip as a center of the live music scene.

Modern West Hollywood 1966-1984

With the opening of the Whiskey a Go-Go in January 1964, the Sunset Strip transformed into a mecca of youth culture. High-rise commercial development from the early 1960s, buildings that were used during working hours by professionals, contrasted substantially with the club scene and mayhem of the Strip after nightfall. In 1966, several clashes between the Sheriff's Department and teenage curfew violators led to a series of demonstrations known as the Sunset Strip Curfew Riots. In the decades following the riots, music and comedy became the primary focus of the West Hollywood nightlife scene. While limited new construction took place during this time, the iconic Sunset Strip billboard was born when Elektra Records erected a billboard for The Doors' first album. Tower Records, a Sacramento-based chain store, opened a shop on the Strip at Horn Avenue, west of the Sunset Towers building, in 1971. Soon it became the company's flagship store on the West Coast (Figure 13).

The major shifts of the period defined as Modern West Hollywood were cultural. West Hollywood grew as a center of the music and art scenes intertwined with the youth and counter-culture movements of the 1960s and 1970s. The music scene of the Sunset Strip became synonymous with youth culture as it evolved from the swinging '60s to the harder rock sounds of the late 1970s and early 1980s. At the same time, Santa Monica Boulevard became a business district catering to the gay and lesbian population as they increasingly asserted their rights to identify publicly as homosexuals. From 1966 to 1984, West Hollywood was a destination for several diverse groups of people. The interior design industry was an important force in the area through the 1970s and 1980s, especially with the completion of the Pacific Design Center (south of Sunset) in 1975. The older population of renters would join with these newer groups to create the new City of West Hollywood in 1984.



Figure 13. The flagship Tower Records location on Sunset Boulevard. The Sunset Towers building (8730 Sunset Boulevard) is visible to the east, 1991, Los Angeles Public Library

Late Modern Architectural Style

Popular during the late 1960s and early 1970s, Late Modernism was a reaction to the literal functionality and increasingly cheap construction of Mid-Century Modern style designs. Late Modernism is characterized by sculptural forms executed across all elevations of a building, deviating from the box-like quality of earlier Modern, particularly Mid-Century Modern designs. Designs in the style utilized the new generation of reflecting glass that was introduced to the market in 1963. The glass skin became the defining material of Late Modern architecture. Large commercial complexes and office towers across the United States during the late 1960s and 1970s were designed with variations of the sculptural forms and glass skin of Late Modern style. While Mid-Century Modern style buildings continued to be constructed after 1965, their designs often incorporated the reflective glass released on the market in 1963. The glass became a hallmark of Late Modern commercial office buildings.[16]

Late Modern was not a style initially identified by the architects who used it, but was a term applied later by architectural historian Charles Jencks to classify buildings exhibiting variations of the sculptural forms executed in glass skin. Several of these buildings were also classified as Late Expressionist or Heroic Modernism in style, particularly when their forms directly referenced previous eras of architectural design.[17]

When the Sunset Towers building was altered in the late 1960s, glass skin and sculptural form of the primary elevation followed evolving architectural trends. Late Modernism was not a clearly differentiated style in West Hollywood or Greater Los Angeles until the mid-1970s. The foremost example of Late Modernism in West Hollywood is the Pacific Design Center, designed by Cesar Pelli in 1975.[18]

16 GPA Consulting, "City of West Hollywood Commercial Historic Resources Survey," 83-84.
17 Leland M. Roth, *American Architecture: A History, (*Cambridge, MA: Westview Press, 2001), 514.
18 Daniel Paul, SurveyLA Los Angeles Citywide Historic Context Statement, Architecture and Engineering, 1850–1980, Subcontext: L.A. Modernism, 1919-1980 Theme: Late Modern, 1966-1990 (Los Angeles: Office of Historic Resources, July 2020), 1, 19.

Character-defining features of the Late Modern style as it appears in West Hollywood include:

- Futuristic, High-Tech Aesthetics
- "Megastructures"
- Sculptural, cut-out or chamfered Platonic forms
- Long, sloping roofs
- Exterior compositions employing 45-degree angles
- Smooth, shiny surfaces of continuous glass, metal, or ceramic tile
- All-over mirror or reflecting glass skins set in a smooth grid of mullions
- Lack of traditional ornament or Classical references
- Pipe railings, often chrome or colored
- Accents of saturated colors

The permit for the alterations completed between 1965 and 1966 lists Hoops, Borbals & Associates as the architect for the addition and parking structure. John Christian Hoops and Stanley Borbals were partners from 1963 to 1967. Hoops was a native of New York who earned his degrees at Pratt and the Cranbrook Academy of Art. He was a partner at two prominent corporate architecture firms: Skidmore, Owings & Merrill from 1951 to 1961 and Welton Becket & Associates from 1961 to 1963. He then formed several short partnerships. His principal works were commercial office buildings and hospitals.[19] Borbals was a native of St. Petersburg, Russia. He received architecture degrees in Latvia and Sweden before studying at the University of Southern California. He was Hoops' partner from 1963 to 1967, then established his own practice. His principal works include apartment buildings in West Los Angeles. He designed the Monica I & II Theatres in Santa Monica.[20] Neither Hoops nor Borbals is recognized as a master architect.

[19] Henry F. Withey, AIA and Elise Rathburn Withey, *Biographical Dictionary of American Architects (Deceased)*, (Los Angeles: Hennessey and Ingalls, 1970), 420.

[20] Withey and Withey, *Biographical Dictionary of American Architects*, 88.

5 Evaluation

Previous Evaluations

The following provides an overview of all previous studies and evaluations of the Sunset Towers building. These studies were identified as a result of archival research efforts, as well as references in the BERD and City of West Hollywood databases.

City of West Hollywood Commercial Historic Resources Survey (GPA 2016)

GPA Consulting completed the City of West Hollywood Commercial Historic Resources Survey in 2016. This survey identified potential historic resources among commercial properties located within the City constructed through 1975. This document also included a historic context statement for the commercial development of West Hollywood and research on properties identified as potentially eligible. In total, 763 properties were surveyed at the reconnaissance level. The project team, with guidance from the Historic Preservation Commission (HPC), City staff, and community members, developed a list of 89 individual properties and one district that warranted further study based upon the themes outlined in the historic context statement. These properties were then researched and evaluated using the established designation criteria for listing in the NRHP, CRHR, and the City of West Hollywood Register of Cultural Resources.

The City of West Hollywood's 2016 Commercial Historic Resources Survey assigned the following California Historical Resources Status Code to the Sunset Towers building:

- 8730 Sunset Boulevard – 6Z (found ineligible for the NRHP, CRHR, or local designation through survey evaluation)

The Sunset Towers building was not identified as a contributing property to a potential historic district. No other information or evaluation of the extant buildings on the Sunset Towers building appears in the Commercial Historic Resources Survey. It was recommended that the results of the 2016 survey should supersede former evaluations that remain in the CHRIS (including the BERD results described below).[21]

Los Angeles County Built Environment Resource Directory (2010)

According to records in the BERD, the Sunset Towers building was previously evaluated as part of a Federal Communications Commission review in March 2010 (FCC091119O).[22] This corresponded to the installation of a wireless facility in the penthouse (Permit #B07-000-700). The following California Historical Resources Status Code was assigned to the Sunset Towers building:

- 8730 Sunset Boulevard – 6Y (Determined ineligible for NR by consensus through Section 106 process – Not evaluated for CR or Local Listing)

[21] GPA Consulting, "City of West Hollywood Commercial Historic Resources Survey," 96

[22] Federal Communications Commission, "Sunset Towers, 8730 Sunset Blvd West Hollywood Los Angeles 90069, FCC0911190," (March 2, 2010).

NRHP/CRHR Significance Evaluations

The context developed for the Commercial Historic Resources Survey clarifies that property types reflecting the historical significance of the *Postwar West Hollywood 1946-1965* and *Modern West Hollywood 1966-1984* periods include commercial office buildings or districts that are:

- Associated with a business, organization, or industry that made important contributions to commercial or institutional growth and development of West Hollywood; or
- Emblematic of or constructed directly in response to cultural developments that occurred in West Hollywood during the period of significance; or
- A fully realized example of the style or property type, displaying the significant character-defining features of a style or property type in multiple aspects of design
- Properties must also date from the period of significance and retain the essential aspects of integrity.

Criterion A/1: That are associated with events that have made a significant contribution to the broad patterns of our history.

For the Sunset Towers building, a high-rise commercial office building that was planned by the Continental Bank of Los Angeles between 1957 and 1966, the context considered is Commercial Development in West Hollywood across two periods: *Postwar West Hollywood 1946-1965* and *Modern West Hollywood 1966-1984.* The significant events in the City's commercial development during this period included the construction of modern, high-rise commercial office and hotel buildings along Sunset Boulevard and a cultural shift as music and comedy became the primary focus of the West Hollywood nightlife scene.

The Sunset Towers building does not appear to have a significant association with a business, organization, or industry that made important contributions to the commercial growth and development of West Hollywood during these periods. The Continental Bank of Los Angeles commissioned the commercial office building in 1957 as well as subsequent additions that were completed in 1966. The Sunset Towers building was one of two locations for the bank; the other was its headquarters at 9430 Wilshire Boulevard in the financial center of the City of Beverly Hills.[23] Research uncovered very little information about the Continental Bank of Los Angeles. The bank appears to have been in business for a limited time from the late 1950s through about 1968. Influential businesses, organizations, and industries in West Hollywood during this period were associated with the entertainment industry, hospitality, and interior design. During this period in West Hollywood, banking and financial institutions, such as the Continental Bank of Los Angeles, were not associated with important contributions to the commercial growth and development of the City. Research did not reveal any additional information to suggest the Continental Bank of Los Angeles was a significant institution.

Tenants of the Sunset Towers building since its time of construction included several entertainment industry businesses. None of these businesses appear to have been long-term tenants that made significant contributions to the growth and development of the entertainment or hospitality industries during the time they were located in the Sunset Towers building. Two music industries companies, Anthony Hall Enterprises (tenant of the Sunset Towers building from 1969-1970) and EMI Records (tenant of the Sunset Towers building from 1991-1997), had offices in the building. Both of these companies were based in the United Kingdom. Mere association with a trend, in this case, the music industry, is not sufficient for historic significance. While their presence with offices on the Sunset Strip reflects the importance of the area to the music industry, research did not indicate these companies made

[23] "Beverly Hills Unit of Bank Opens Jan. 20," *Los Angeles Times* (January 5, 1964), 12.

important contributions to the growth of the music industry from the Sunset Towers building during the time they were tenants in the building.

Research did not reveal any reason to believe that the Sunset Towers building is individually significant within the context of West Hollywood's commercial development in the Postwar or Modern periods. Nor did research reveal any association with any other historical events. As such, the Sunset Towers building does not appear to be eligible for listing under NRHP/CRHR Criterion A/1.

Criterion B/2: That are associated with the lives of persons significant in our past.

Archival research did not indicate that any previous owners or tenants are known to be historically significant figures at the national, state, or local level. The earliest ownership information for the commercial office building lists John B. Zurlo, president of the Continental Bank of Los Angeles as the owner. Though he appears to have been a successful businessman, research did not reveal any reason to believe that John B. Zurlo is a person of historic significance. For a property to be found eligible for associations with important people, it must be directly tied to an important person and the place where that individual conducted or produced the work for which he or she is known. While numerous music industry companies had offices in the Sunset Towers, research did not indicate the Sunset Towers building was the location where these companies and their associated clients, if important, achieved significance. Therefore, the Sunset Towers does not appear eligible under NRHP/CRHR Criterion B/2.

Criterion C/3: That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.

To be eligible for listing under Criterion C, a property must embody the distinctive characteristics of a type, period, or method of construction, represent the work of a master, possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction.

The Sunset Towers building does not appear to embody the distinctive characteristics of a type, period, or method of construction. There is no record of the original style of the building. When the commercial office building was altered between 1965 and 1966, the cladding of the storefronts along the street level was described as Italian marble and mosaic. These materials are no longer extant, though their removal is not specifically documented in the permit record.

As it currently appears, the style is best described as Late Modern. This appears to be the result of continuous alterations to the primary elevation along Sunset Boulevard to meet evolving aesthetics and sensibilities. The primary elevation exhibits many character-defining features of the Late Modern style including: the sculptural, cut-out form; an exterior composition employing 45-degree angles; smooth, shiny surfaces of continuous glass (above the street level); a reflecting glass skin set in a smooth grid of mullions; lack of traditional ornament or Classical references; and accents of saturated colors.

These features are not integrated into the complete form of the building; the features are concentrated on the primary elevation and not integrated into an overall megastructure exhibiting the characteristics of the Late Modern style across all elevations. Distinctive examples of the Late Modern style are not limited to the façade of a building. While the Sunset Towers building exhibits features of the style, this is due to alterations since initial construction. The Sunset Towers building is not a distinctive example of a building in the Late Modern style. It has been altered

to reflect design trends, but these alterations are not architecturally significant and are not a distinctive representation of the Late Modern architectural style.

The original building permit for the commercial office building could not be located. The permit for the alterations completed between 1965 and 1966 lists Hoops, Borbals & Associates as the architect for the addition and parking structure. John Christian Hoops and Stanley Borbals were partners from 1963 to 1967.[24] Neither Hoops nor Borbals is recognized as a master architect; therefore, the Sunset Towers building does not represent the work of a master.

The building does not appear to be emblematic of the trend of high-rise construction along Sunset Boulevard that peaked with the construction of eight new buildings in 1962. At the time, the *Los Angeles Times* explicitly did not group the Sunset Towers building in articles or illustrations about the buildings that reflected this trend (Figure 12).[25] Buildings of only four stories were included in the coverage, so height does not appear to be the reason for exclusion. Though the Sunset Towers building can be understood as a high-rise commercial office building, no specific, important association could be established between the trend of high-rise commercial office building construction and the Sunset Towers building.

As a commercial office building and parking structure without decorative elements, the Sunset Towers building inherently lacks high artistic value and is not significant under this aspect of Criterion C. Lastly, the Sunset Towers building does not contribute to a potential historic district. While the Project site is adjacent to Sunset Plaza, which has been previously identified as a historic district eligible for listing on the NRHP, CRHR, and at the local level,[26] there is no visual cohesion or shared development history between the Sunset Towers building and the eligible, but not designated, district.

Therefore, the Sunset Towers building does not appear eligible under NRHP/CRHR Criterion C/3.

Criterion D/4: That have yielded, or may be likely to yield, information important in prehistory or history.

The Sunset Towers building is not significant as a source, or likely source, of important historical information nor does it appear likely to yield important information about historic construction methods, materials or technologies. Therefore, the Sunset Towers building does not appear eligible under NRHP/CRHR Criterion D/4.

City of West Hollywood Significance Evaluation

For the same reasons detailed in the NRHP/CRHR evaluation, the Sunset Towers does not appear eligible under any of the City designation criteria, as described below:

City Criterion A. Exemplifies Special Elements of the City.

It exemplifies or reflects special elements of the city's aesthetic, architectural, cultural, economic, engineering, political, natural, or social history and possesses an integrity of design, location, materials, setting, workmanship feeling, and association in the following manner:

A1. It embodies distinctive characteristics of a period, method, style, or type of construction, or is a valuable example of the use of indigenous materials or craftsmanship.

24 Withey and Withey, *Biographical Dictionary of American Architects*, 88 and 420.
25 Cameron, "Sunset Strip Being Transformed By High-Rise Office Structure Trend," I13.
26 This finding corresponds to California Historical Resource Status Codes 3D,3CD, and 5D3.

The Sunset Towers building does not appear to embody the distinctive characteristics of a period, method, style, or type of construction. When the commercial office building was altered between 1965 and 1966, the cladding of the storefronts along the street level was described as Italian marble and mosaic. These materials are no longer extant, though their removal is not specifically documented in the permit record. As it currently appears, the style is best described as Late Modern. This appears to be the result of continuous alterations to the primary elevation along Sunset Boulevard to meet evolving aesthetics and sensibilities. Consequently, the Sunset Towers building no longer conveys a sense of a specific period or type of construction.

The Late Modern features are not integrated into the complete form of the building; the features are concentrated on the primary elevation and not integrated into an overall megastructure. The Sunset Towers building does not exhibit the characteristics of a style across all elevations. The Sunset Towers building does not embody the distinctive characteristics of the Late Modern style. As a mid-twentieth-century building and parking structure, there is no indication that the Sunset Towers building is an example of indigenous materials or craftsmanship.

Therefore, the Sunset Towers building does not appear eligible under City Criterion A1.

A2. It contributes to the significance of a historic area by being: a) A geographically definable area possessing a concentration of historic or scenic properties; or b) A thematically related grouping of properties which contribute to each other and are unified aesthetically by plan or physical development.

The Sunset Towers building does not appear to contribute to the significance of geographically definable or thematically related concentration of property. The building does not appear to be emblematic of the concentration of high-rise construction along Sunset Boulevard that peaked with the construction of eight new buildings in 1962. Though its appearance, massing, form, and use reflect the trend of commercial office construction along the Sunset Strip, the Sunset Towers building was not historically or aesthetically recognized as part of this trend. At the time of its construction, the *Los Angeles Times* explicitly did not group the Sunset Towers building in articles or illustrations about the buildings that reflected this trend (Figure 12).[27] Buildings of only four stories were included in the coverage, so height does not appear to be the reason for exclusion. No specific, important association could be established between this trend and the Sunset Towers building.

The Sunset Towers building does not contribute to the historic significance of a geographically definable area. While the project site is adjacent to Sunset Plaza, which has been previously identified as eligible, there is no visual cohesion or shared development history between the Sunset Towers building and the potential district.

Therefore, the Sunset Towers building does not appear eligible under City Criterion A2.

A3. It reflects significant geographical patterns, including those associated with different eras of growth and settlement, particular transportation modes, or distinctive examples of community or park planning.

The Sunset Towers building does not reflect significant geographical patterns. No significant or important association could be established for the Sunset Towers building during the periods of Postwar West Hollywood (1945-1965) and Modern West Hollywood (1966-1984). Much like the justification presented under City Criterion A2, the Sunset Towers building is unable to convey significance to the above-stated periods of significance. It is not considered an important building in the development of the Sunset Strip.

[27] Cameron, "Sunset Strip Being Transformed By High-Rise Office Structure Trend," I13.

Therefore, the Sunset Towers building does not reflect significant geographic patterns of development, as such the Sunset Towers building does not appear eligible under City Criterion A3.

A4. It embodies elements of architectural design, craftsmanship, detail, or materials that represent a significant structural or architectural achievement or innovation.

The Sunset Towers building, a commercial office building that has been altered since initial construction, does not embody the elements of architectural design, craftsmanship, detail, or materials that represent a significant structural or architectural achievement or innovation. No publications or advertisements identified the building for its structural or architectural achievements. No original architect was identified during research and no evidence was found to suggest that the building is representative of architectural achievement or innovation.

Therefore, the Sunset Towers building does not appear eligible under City Criterion A4.

A5. It has a unique location or singular physical characteristic or is a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city.

The Sunset Towers building does not have a unique location or singular physical characteristic, nor is it a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city. It is a typical commercial office building on the commercial corridor of Sunset Boulevard.

Therefore, the Sunset Towers building does not appear eligible under City Criterion A5.

City Criterion B. Example of Distinguishing Characteristics.

It is one of the few remaining examples in the city, region, state or nation, possessing distinguishing characteristics of an architectural or historical type or specimen.

The Sunset Towers building is a commercial office building with subterranean parking and a parking structure. It was constructed between 1957 and 1966, a period of commercial growth and development for the City and Sunset Boulevard. The building is not one of the few remaining examples of this type of commercial office building. At the time of its construction, the Sunset Towers building was not distinguished in the substantial newspaper articles documenting the development of commercial and hotel buildings along adjacent stretches of Sunset Boulevard. The Sunset Towers building is not a good example or representation of any historical or architectural type or specimen.

Therefore, the Sunset Towers building does not appear eligible under City Criterion B.

City Criterion C. Identified with Persons or Events.

It is identified with persons or events significant in local, state, or national history.

Archival research did not indicate that any previous owners or tenants are known to be historically significant figures at the national, state, or local level. The earliest ownership information for the commercial office building lists John B. Zurlo, president of the Continental Bank of Los Angeles as the owner. Though he appears to have been a successful businessman, research did not reveal any reason to believe that John B. Zurlo is a person of historic significance. For a property to be found eligible for associations with important people, it must be directly tied to an important person and the place where that individual conducted or produced the work for which he or she is known. While numerous music industry companies had offices in the Sunset Towers, research did not indicate the Sunset

Towers building was the location where these companies and their associated clients, if important, achieved significance. Therefore, the Sunset Towers building does not appear eligible under City Criterion C.

City Criterion D. Notable Work.

It is representative of the work of a notable architect, builder, or designer.

Archival research failed to indicate an original architect, builder or designer for the building. Hoops, Borbals, & Associates, architects of the addition and parking structure, are not recognized as master architects.

Therefore, the Sunset Towers building does not appear eligible under City Criterion D.

Integrity

To be eligible for listing in the National Register, properties must retain their physical integrity from the period in which they gained significance. In the case of architecturally significant properties, the period of significance is normally the date of construction. For historically significant properties, the length of the historic associations usually measures the period of significance. As the Sunset Towers building is not significant under any NRHP, CRHR, or City of West Hollywood criteria, it does not have a period of significance and the integrity of the buildings does not require further examination.

Summary of Evaluation

The commercial office building and parking structure located at 8730 Sunset Boulevard and known as the Sunset Towers do not appear to be eligible for listing in the National or California Registers, or City of West Hollywood Register of Cultural Resources due to a lack of significance. The recommended California Historical Resource Status Codes for the Sunset Towers building and project site is 6Z.

Indirect Impacts

The project site is adjacent to Sunset Plaza, which has been identified as an eligible historic district at the national, state, and local levels. Because the project site is adjacent to this eligible resource, and because the proposed project involves changes in the appearance of the project site (including the addition of a new billboard), the project has the potential to result in indirect effects to nearby resources, including the potential Sunset Plaza historic district. This topic has been evaluated in detail in the *Cultural Resources Impacts Analysis Report* for the project, dated May 2021.[28] The analysis therein determined that the project would not adversely impact the potential Sunset Plaza historic district. As stated in the May 2021 report, the proposed project would result in minimal changes to the existing conditions of the urban context where the potential district is located. Sunset Boulevard already has many large signs and billboards both within and close by the potential historic district. Thus, the relationship of the potential Sunset Plaza historic district to the streetscape would remain fundamentally unchanged, and impacts were determined to be less than significant.

The project site is also across the street from the building at 8743 Sunset Boulevard, which has been designated as a cultural resource at the local level, and is about a half-block east of 8760 Sunset Boulevard, which eligible for designation as a cultural resource at the local level. As with Sunset Plaza, both of these designated or potential resources exist within the context of an urban environment this is already developed with numerous billboards and

[28] Snow and McGee, *Cultural Resources Impacts Analysis Report, 8730 W. Sunset Boulevard, West Hollywood, CA 90069*. May 2021.

tall wall signs. The proposed project would not obstruct views to these designated or potential resources, nor would it substantially change the setting or context in which these designated or potential resources are located. For these reasons, indirect impacts of the project on historical resources would be less than significant.

6 Conclusion

The Sunset Towers building at 8730 Sunset Boulevard is not currently designated or listed under any national, state, or local landmark programs. The building has not been identified as eligible for local designation by a recent historic resources survey. Dudek evaluated the Sunset Towers building as part of the CEQA compliance process for a proposed project. Dudek concludes that the Sunset Towers building does appear to be eligible for listing in the National or California Registers, or City of West Hollywood Register of Cultural Resources due to a lack of significance. Therefore, the Sunset Towers building does not appear to be a historical resource subject to CEQA. The recommended California Historical Resource Status Codes for the Sunset Towers building and project site is 6Z. Therefore, the proposed project would have no direct impact on historical resources, and indirect impacts were previously determined to be less than significant.

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Appendix A

DPR Forms

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z
Other Listings
Review Code **Reviewer** Date

Page 1 **of** 18 ***Resource Name or #:** (Assigned by recorder) Sunset Towers
P1. Other Identifier: 8730 Sunset Blvd.

***P2. Location:** ☐ **Not for Publication** ☒ **Unrestricted**

***a. County** Los Angeles **and** (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

***b. USGS 7.5' Quad** Beverly Hills **Date** 1995(1999 ed.) **T** 1S; **R** 14W; S7 **of** _ **of Sec** 8; San Bernardino **B.M.**

c. Address 8730 Sunset Blvd. City West Hollywood Zip 90069

UTM: (Give more than one for large and/or linear resources) Zone: 11S, 372566.0875 mE / 3773107.4709 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN: 5559-002-017

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The Sunset Towers building is an eight-story, high-rise commercial office building with elements of the Late Modern style and an attached parking structure. The building is located in a corridor of varied commercial development. The Sunset Towers building is located on an irregularly shaped city block. The Sunset Towers building has frontage on two streets and is situated on a site that slopes down to the southwest. The building is best understood as two distinct parts: uphill (commercial office building) and downhill (parking structure). Due to the sloping site, from Sunset Blvd, the building appears to be seven stories tall. *See continuation sheet (page 4)*

***P3b. Resource Attributes:** (List attributes and codes) HP7. 3+ story commercial building

***P4.Resources Present:** ☒Building ☐Structure ☐Object ☐Site ☐District ☐Element of District ☐ Other (Isolates, etc.)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



P5b. Description of Photo: (view, date, accession #) View southwest, 7/11/2021

***P6. Date Constructed/Age and Source:** ☒ Historic ☐ Prehistoric ☐ Both
1959/Los Angeles County Assessor

***P7. Owner and Address:**
Sunset Towrs Partnership
730 W Sunset Blvd 4th Floor
West Hollywood, CA 90069

***P8. Recorded by:** (Name, affiliation, and address)
Allison M. Lyons, Dudek
38 N. Marengo Ave, Pasadena CA 91101

***P9. Date Recorded:** August 27, 2021

***P10. Survey Type:** (Describe)
Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.")
Dudek. "Historic Resource Assessment 8730 Sunset Boulevard Billboard Project." Prepared for City of West Hollywood, August 2021. _

***Attachments:** ☐NONE ☒Location Map ☒Continuation Sheet ☒Building, Structure, and Object Record
☐Archaeological Record ☐District Record ☐Linear Feature Record ☐Milling Station Record ☐Rock Art Record
☐Artifact Record ☐Photograph Record ☐ Other (List):

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

Primary #
HRI #
Trinomial:

BUILDING, STRUCTURE, AND OBJECT RECORD

***Resource Name or #** (Assigned by recorder) Sunset Towers ***NRHP Status Code** 6Z

Page 2 **of** 18

B1. Historic Name: Continental Bank of Los Angeles
B2. Common Name: Sunset Towers
B3. Original Use: Commercial Office Building
B4. Present Use: Commercial Office Building

***B5. Architectural Style:** Late Modern

***B6. Construction History:** (Construction date, alterations, and date of alterations)

A smaller Continental Bank of Los Angeles building was constructed on the northern portion of the parcel between 1957 and 1959. Between 1965 and 1966, an addition and parking structure extended the building south through the city block to Holloway Drive. Alterations to the primary elevation include the replacement of storefronts and original cladding.

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**

***B8. Related Features:**

B9a. Architect: Original unknown b. Builder: Original unknown

***B10. Significance: Theme** N/A **Area** N/A

Period of Significance NA **Property Type** **Applicable Criteria**

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The commercial office building and parking structure located at 8730 Sunset Boulevard and known as the Sunset Towers do not appear to be eligible for listing in the National or California Registers, or City of West Hollywood Register of Cultural Resources due to a lack of significance. The recommended California Historical Resource Status Codes for the Sunset Towers building and project site is 6Z.

See continuation sheet (page 7)

B11. Additional Resource Attributes: (List attributes and codes)

*B12. References:
See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Allison M. Lyons, Dudek
***Date of Evaluation:** August 27, 2021

(This space reserved for official comments.)

(Sketch Map with north arrow required.)

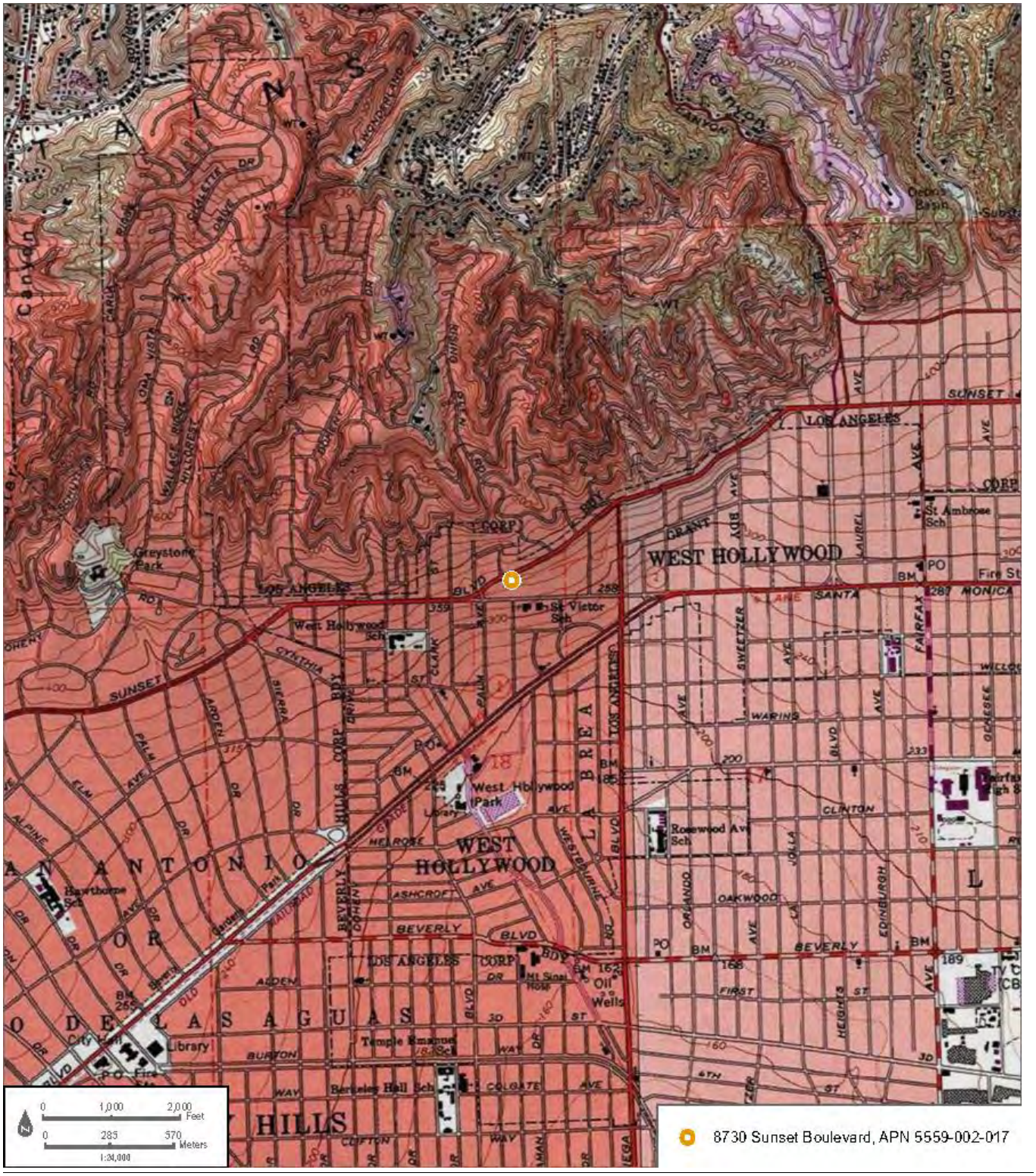


State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 18 ***Resource Name or #** (Assigned by recorder) Sunset Towers
***Map Name:** Beverly Hills ***Scale:** 1:24,000 ***Date of map:** 1995 (1999 ed.)



P3a. Description

The commercial office building is oriented to the north, with its primary elevation on Sunset Boulevard (Figure 1). The second street frontage is to the south, downslope on Holloway Drive, with a parking structure entrance fronting Holloway Drive (Figure 4). While the commercial office building and parking structure sections are distinctively two masses, with two different rooflines, they connect internally. The irregular plan of the building follows the irregular, hillside site.

At the primary elevation along Sunset Boulevard, the irregular plan and plane of the elevation are not apparent from the adjacent sidewalk, and the building appears to be rectangular. The building has a base-shaft composition with a flat roof and raised, flat parapet flush with the shaft. A projecting central elevator tower is located in the middle of the commercial office building roof. The building is divided by stone-clad vertical elements into seven bays at street level. Above street level, there are four vertical divisions formed by irregular, non-flush planes of fenestration.

The street level is slightly recessed from the upper levels. The street level of the building is divided into one fully glazed lobby entrance to the east, a garage with a driveway entrance in the centers, and a storefront at the west end of the building (Figure 2). Along the street level, cladding is panels of granite veneer in a red-brown hue. The lobby entrances and storefronts are a combination of materials. At the east end, the lobby is fully glazed. At the west end, the storefront is wood frame. Irregular concrete steps and ramps with metal handrails lead up to the building entrance, responding to the slope of the site.

A metal awning with signage runs the length of the façade between the street level and upper floors. Reflective metal lettering reading "SUNSET TOWERS" is centered on the horizontal awning over the street level entrances. Above the street level, the elevation is a combination of dark metal panels and reflective rectangular windows arranged in horizontal bands with a thin metal sash.



Figure 1: 8730 Sunset Boulevard, primary elevation and west side elevation, view facing southeast, 2021, Dudek



Figure 2: 8730 Sunset Boulevard, primary elevation and west side elevation, view facing east, 2021, Dudek

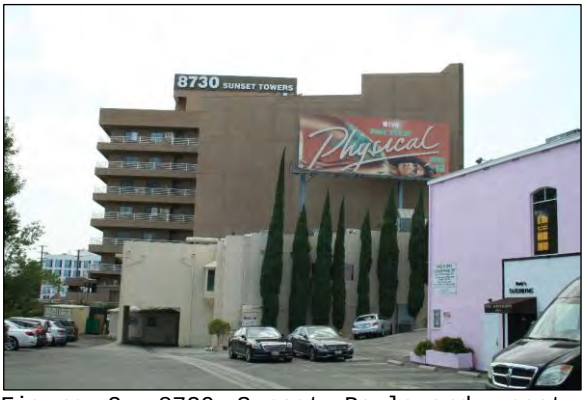


Figure 3: 8730 Sunset Boulevard, east side elevation, view facing west, 2021, Dudek



Figure 4: 8730 Sunset Boulevard, rear elevation and parking structure, view facing north, 2021, Dudek

The side elevations along the east and west appear to be stucco divided into rectangular panels. Billboard advertising is affixed to almost the entire length of the west elevation (Figure 1 and Figure 2). There is no fenestration along the east elevation (Figure 3). A large pole sign is located adjacent to the east elevation. Additional signage is affixed to the central elevator tower projecting from the roof.

The rear elevation of the Sunset Towers building, oriented south and visible downhill from a distance along Holloway Drive, is composed of concrete and stucco balconies with a metal rail along each floor. The balconies run the entire length of the rear elevation (visible from the east side elevation, Figure 3). Fenestration, likely entrances to the balconies, is not visible from the street level.

The parking structure along Holloway Drive is five levels above ground (Figure 4). At its first level, it appears to be constructed of solid masonry unit walls. There is a vehicle entrance on the east side of the structure. Above the first level, the structure appears to be concrete construction. Solid panels between vertical structural elements extend up the length of the full height of the structure.

Generally, the Sunset Towers building appears to be in good condition.

Construction History Overview

The Sunset Towers building was constructed in two phases. The Sunset Towers building was initially constructed as an eight-story building for the Continental Bank of Los Angeles between 1957 and 1959.[1] The Continental Bank of Los Angeles commissioned the commercial office building in 1957 as well as subsequent additions that were completed in 1966. The Sunset Towers building was one of two locations for the bank; the other was its headquarters at 9430 Wilshire Boulevard in the financial center of the City of Beverly Hills.[2] Building permits for the commercial office building could not be located.

Between 1965 and 1966, the building was expanded to the south with a 10-story addition and a five-story (four deck) parking structure. Due to the sloping nature of the site, the 10-story rear addition aligned the roofline of the existing commercial office building. A partially subterranean three-story parking garage, accessed from Sunset Boulevard, was constructed as

[1] "Seek Permission for New Building," *The Van Nuys News and Valley Green Sheet* (October 13, 1957), 34; "West Hollywood, Miracle Mile, Sunset Strip in News," *Citizen-News* (December 30, 1963), 13.
[2] "Beverly Hills Unit of Bank Opens Jan. 20," *Los Angeles Times* (January 5, 1964), 12.

part of the addition. The alterations completed in 1965 included an expansion of the storefront along the street level. The street level cladding was Italian marble and mosaic. The architect for the addition and parking structure was Hoops, Borbals & Associates. The contractor was Sy Art Construction Corporation.[3] The owner was John B. Zurlo, president of Continental Bank of Los Angeles.

Signage, cladding, and awnings were altered multiple times from the 1980s through 2010s. The storefronts and entrances along the street level were completely changed in 2001. A new canopy, steps, and lobby were installed in 2003. A billboard was added to the west elevation in 2013. (Please see Permit Research below for a more thorough list of recent alterations).

Permit Research

In July 2021, the City provided copies of all available building permits for the Sunset Towers building for new construction, demolition, alteration, and additions. These documents were essential in establishing a history of alterations to the Sunset Towers building after 1989; limited permits were available for work completed before 1989. The majority of permits on file relate to the installation of fire sprinklers and are not fully listed below. Selected building permits that illustrate the development of the Sunset Towers building since 1989 are as follows:

- 1990: installation of fire sprinklers (Permit #B89-000-486).
- 1990: interior non-bearing partitions were implemented in recording studio (Permit #B89-000-457).
- 1994: addition of an illuminated canopy sign to building (Permit #B89-002-430).
- 1994: remodeled bar and addition of new deli counter to existing restaurant (Permit #B89-002-357).
- 1997: Interior Demolition and Barricade (Permit #B89-003-628).
- 1997: Tenant Improvement To Existing Restaurant (Permit #B89-003-643).
- 1999: instillation of awning (Permit #B99-000-542 (Permit #B99-000-542).
- 2000: installation of wireless telecommunications equipment on the roof (Permit #B00-001-181).
- 2001: New Storefront (Permit #B01-001-659).
- 2001: Replace Front Entry Door (Permit #B01-001-921).
- 2001: implementation of non-illuminated steel letters on stand-offs (Permit #B01-001-918).
- 2002: Interior Remodel. BLDG location and setbacks. Dressing Room and counter (Permit #B01-001-848).
- 2003: Remove Interior Wall, Replace Stairway (Permit #B03-003-686).
- 2003: new canopy, floor, steps, and lobby (Permit #B02-002-568).
- 2004: Concrete Stair Stringer Reinforcement Detail (Permit #B04-003-887).
- 2006: Minor modification of existing telecommunications facility on roof (Permit #B06-000-647).
- 2007: Tenant Improvement of Office Space (Permit #B07-000-176).
- 2010: installation of new wireless facility in penthouse (Permit #B07-000-700).
- 2011: Tenant Improvement for a restaurant (Permit #B11-000-550).
- 2011: Tenant Improvement of Office Space (Permit #B11-000-913).
- 2011: Upgrade Existing Wireless Facility (Permit #B11-000-897).
- 2013: Installation of lighting fixtures for new illuminated billboard (Permit #B13-000-287 and Permit #B13-000-828).
- 2014: Addition of signage on top of tall wall (Permit #B14-000-288).

[3] City of West Hollywood, "Building permit 0754," 1966; "Work starts on 10-story Bank Annex" *Citizen-News* (March 3, 1965), 17.

- 2019: Restaurant transitioned into training gym (kitchen to remain) (Permit #B19-00418).

***B10. Significance**

The most relevant historic context for the evaluation of the Sunset Towers building is Commercial Development, specifically along Sunset Boulevard during the periods defined as *Postwar West Hollywood 1946-1965* and *Modern West Hollywood 1966-1984*. Additionally, within the setting of West Hollywood, the architectural style of the Sunset Towers building is best described as Late Modern, one of the architectural trends identified in the *Modern West Hollywood 1966-1984* theme.

Early Commercial Development Along the Sunset Strip

The City of West Hollywood began as Sherman, a small community associated with a railroad and service yard on present-day Santa Monica Boulevard. The town began to develop as the land around the yard was subdivided. Sherman's growth accelerated after the arrival of the motion picture industry, mostly concentrated in Hollywood to the east, in the late 1910s. By the 1920s, Sherman and Hollywood to the east emerged as locations for film studios. Beverly Hills, to the west of Sherman, became a desirable residential area, especially for prominent and successful members of the film industry. Much of Sherman's development in the first decades of the twentieth century was driven by its location between Hollywood and Beverly Hills.

The transformation of Sunset Boulevard into a commercial thoroughfare began in the 1920s. In the early twentieth century, Santa Monica Boulevard functioned as the Town of Sherman's main thoroughfare. At the same time, the area around Sunset Boulevard remained rural. In 1923, the John A. Evans Corporation purchased a section north of Sunset Boulevard from the Hacienda Park Land Company and installed sewer and gas lines.[i] The Evans Corporation also graded and named the streets, setting the area up to be a viable development.



Figure 5: Aerial of Sherman showing Santa Monica and Sunset Boulevards, 1925, Martin Turnbull)

Sherman and West Hollywood were unincorporated, falling under the authority of the sheriff's department of Los Angeles County, resulting in less stringent oversight. As a result, numerous bars and lesbian, gay, bisexual, transgender, queer (LGBTQ)-friendly clubs were established along the unincorporated portion of Sunset Boulevard. After the implementation of Prohibition

in 1920, Sherman's status as an unincorporated county area resulted in a slightly more permissive approach to liquor sales, despite it being illegal. The reputation that Sherman gained as a nighttime haunt during this period would contribute to the town's prosperity in the following decades and establish its unique identity within Los Angeles County. In 1925, Sherman looked to capitalize on the popularity of its neighboring town Hollywood renamed itself West Hollywood, which it had been using informally for a few years prior.

The growth seen in the first half of the 1920s continued into the rest of the decade with the development of low-rise commercial office buildings on the western end of Sunset Boulevard. The street was still an unincorporated county road at this time, but began to gain popularity amongst the Hollywood elite, while Santa Monica Boulevard remained more industrial. Larger-scale properties along Sunset Boulevard were constructed in the late-1920s and 1930s. These included Sunset Plaza, to the west of the Sunset Towers building, and Sunset Tower (no relation to the Sunset Towers building). First referred to as the Sunset Strip in 1935, this stretch of unincorporated county road became synonymous with Hollywood glamour. In contrast, Santa Monica Boulevard, the other major east-west thoroughfare of West Hollywood, became part of Route 66. As a result, automobile-related commercial office buildings, including gas stations and car repair facilities, were constructed in increasing numbers along Santa Monica Boulevard. The street retained a more working-class character in comparison to the glamour of Sunset Boulevard.



Figure 6: Jane Jones Little Club was located at 8730 Sunset Boulevard in the 1930s. The building was demolished in the late 1950s, Life Magazine via Playground to the Stars

The earliest commercial development of Sunset Boulevard began with the construction of four Georgian Revival-style buildings by developer Francis Montgomery. The small commercial area, united by style and massing, was expanded in the 1930s and was later known as Sunset Plaza. As developers saw the commercial potential of Sunset Boulevard early in the 1930s, property owners lobbied the County Board of Supervisors for zoning changes and infrastructure improvements, allowing the Sunset Strip to develop well into the 1940s. Business professionals in the entertainment industry began to open offices in the small buildings along Sunset Boulevard. By the mid-1930s, the Sunset Strip had become the center of Hollywood's entertainment industry social scene, with a variety of celebrity-frequented nightclubs such as the Trocadero, Mocambo,

and Ciro's. These clubs epitomized the glamour and star-power of Hollywood. The Sunset Strip was also the location of LGBTQ nightclubs. One upscale lesbian club, Jane Jones Little Club, was located on the project site in the mid-1930s (Figure 6) (building demolished). Property types such as restaurants, nightclubs, and supper clubs dominated the commercial landscape of the Sunset Strip from the start of World War II through the early postwar period.

Postwar West Hollywood 1946-1965

Following World War II, the Sunset Strip began an era of transformation. West Hollywood became the center of the region's creative cultures and communities. The name Sunset Boulevard had prestige and developers seized the opportunity to acquire and demolish the one and two-story buildings of the Sunset Strip at a relatively low cost "to make way for the structures of the sixties."(Figure 7) [ii] In the early 1960s, there was a boom of high-rise hotels and commercial office buildings construction along the boulevard.

By 1962, more than a dozen new buildings between four and sixteen stories were planned for the Sunset Strip. The first new buildings were hotels and apartments. High-rise commercial office buildings dominated the new construction, with eight commercial office buildings planned for the Strip in 1962. Among these was the 11-story City National Bank. The remaining older small-scale commercial office buildings were taken over by the arts scene and new youth culture. This era represented one of the final waves of architectural development in West Hollywood during the twentieth century. Very few architecturally distinctive commercial office buildings were constructed after 1965.

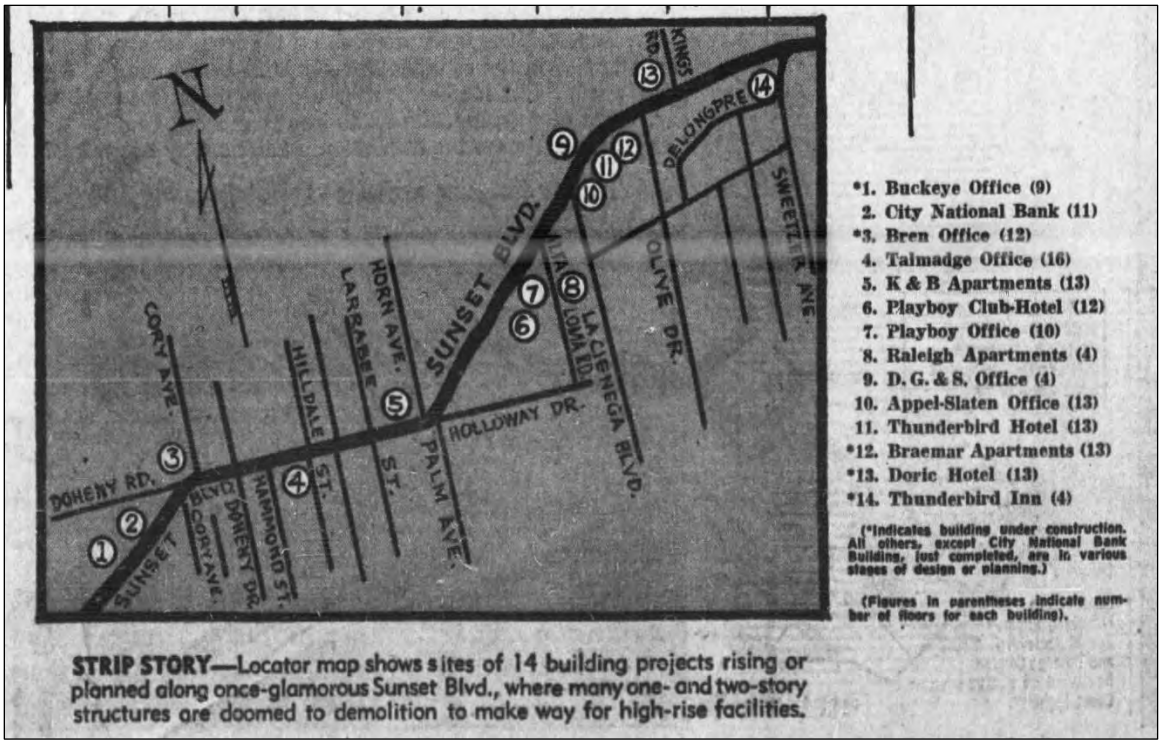


Figure 7: Illustration accompanying article on the development of high-rise commercial office buildings along the Sunset Strip. The Sunset Towers building is specifically excluded 1962, Los Angeles Times

The nature of the entertainment venues along the Strip changed during this period as traditional nightclubs gave way to the rock music scene. In 1964, Whiskey a Go-Go became the first of many

trendsetting clubs that began the second heyday of the Sunset Strip as a center of the live music scene.

Modern West Hollywood 1966-1984

With the opening of the Whiskey a Go-Go in January 1964, the Sunset Strip transformed into a mecca of youth culture. High-rise commercial development from the early 1960s, buildings that were used during working hours by professionals, contrasted substantially with the club scene and mayhem of the Strip after nightfall. In 1966, several clashes between the Sheriff's Department and teenage curfew violators led to a series of demonstrations known as the Sunset Strip Curfew Riots. In the decades following the riots, music and comedy became the primary focus of the West Hollywood nightlife scene. While limited new construction took place during this time, the iconic Sunset Strip billboard was born when Elektra Records erected a billboard for The Doors' first album. Tower Records, a Sacramento-based chain store, opened a shop on the Strip at Horn Avenue, west of the Sunset Towers building, in 1971. Soon it became the company's flagship store on the West Coast (Figure 8).

The major shifts of the period defined as Modern West Hollywood were cultural. West Hollywood grew as a center of the music and art scenes intertwined with the youth and counter-culture movements of the 1960s and 1970s. The music scene of the Sunset Strip became synonymous with youth culture as it evolved from the swinging '60s to the harder rock sounds of the late 1970s and early 1980s. At the same time, Santa Monica Boulevard became a business district catering to the gay and lesbian population as they increasingly asserted their rights to identify publicly as homosexuals. From 1966 to 1984, West Hollywood was a destination for several diverse groups of people. The interior design industry was an important force in the area through the 1970s and 1980s, especially with the completion of the Pacific Design Center (south of Sunset) in 1975. The older population of renters would join with these newer groups to create the new City of West Hollywood in 1984.



Figure 8: The flagship Tower Records location on Sunset Boulevard. The Sunset Towers building (8730 Sunset Boulevard) is visible to the east, 1991, Los Angeles Public Library

Late Modern Architectural Style

Popular during the late 1960s and early 1970s, Late Modernism was a reaction to the literal functionality and increasingly cheap construction of Mid-Century Modern style designs. Late Modernism is characterized by sculptural forms executed across all elevations of a building, deviating from the box-like quality of earlier Modern, particularly Mid-Century Modern designs. Designs in the style utilized the new generation of reflecting glass that was introduced to the market in 1963. The glass skin became the defining material of Late Modern architecture. Large commercial complexes and office towers across the United States during the late 1960s and 1970s were designed with variations of the sculptural forms and glass skin of Late Modern style. While Mid-Century Modern style buildings continued to be constructed after 1965, their designs often incorporated the reflective glass released on the market in 1963. The glass became a hallmark of Late Modern commercial office buildings.[iii]

Late Modern was not a style initially identified by the architects who used it, but was a term applied later by architectural historian Charles Jencks to classify buildings exhibiting variations of the sculptural forms executed in glass skin. Several of these buildings were also classified as Late Expressionist or Heroic Modernism in style, particularly when their forms directly referenced previous eras of architectural design.[iv]

When the Sunset Towers building was altered in the late 1960s, glass skin and sculptural form of the primary elevation followed evolving architectural trends. Late Modernism was not a clearly differentiated style in West Hollywood or Greater Los Angeles until the mid-1970s. The foremost example of Late Modernism in West Hollywood is the Pacific Design Center, designed by Cesar Pelli in 1975.[v]

Character-defining features of the Late Modern style as it appears in West Hollywood include:

- Futuristic, High-Tech Aesthetics

- "Megastructures"
- Sculptural, cut-out or chamfered Platonic forms
- Long, sloping roofs
- Exterior compositions employing 45-degree angles
- Smooth, shiny surfaces of continuous glass, metal, or ceramic tile
- All-over mirror or reflecting glass skins set in a smooth grid of mullions
- Lack of traditional ornament or Classical references
- Pipe railings, often chrome or colored
- Accents of saturated colors

The permit for the alterations completed between 1965 and 1966 lists Hoops, Borbals & Associates as the architect for the addition and parking structure. John Christian Hoops and Stanley Borbals were partners from 1963 to 1967. Hoops was a native of New York who earned his degrees at Pratt and the Cranbrook Academy of Art. He was a partner at two prominent corporate architecture firms: Skidmore, Owings & Merrill from 1951 to 1961 and Welton Becket & Associates from 1961 to 1963. He then formed several short partnerships. His principal works were commercial office buildings and hospitals.[vi] Borbals was a native of St. Petersburg, Russia. He received architecture degrees in Latvia and Sweden before studying at the University of Southern California. He was Hoops' partner from 1963 to 1967, then established his own practice. His principal works include apartment buildings in West Los Angeles. He designed the Monica I & II Theatres in Santa Monica.[vii] Neither Hoops nor Borbals is recognized as a master architect.

NRHP/CRHR Significance Evaluations

The context developed for the Commercial Historic Resources Survey clarifies that property types reflecting the historical significance of the *Postwar West Hollywood 1946-1965* and *Modern West Hollywood 1966-1984* periods include commercial office buildings or districts that are:

Associated with a business, organization, or industry that made important contributions to commercial or institutional growth and development of West Hollywood; or

Emblematic of or constructed directly in response to cultural developments that occurred in West Hollywood during the period of significance; or

A fully realized example of the style or property type, displaying the significant character-defining features of a style or property type in multiple aspects of design

Properties must also date from the period of significance and retain the essential aspects of integrity.

Criterion A/1: That are associated with events that have made a significant contribution to the broad patterns of our history.

For the Sunset Towers building, a high-rise commercial office building that was planned by the Continental Bank of Los Angeles between 1957 and 1966, the context considered is Commercial Development in West Hollywood across two periods: *Postwar West Hollywood 1946-1965* and *Modern West Hollywood 1966-1984.* The significant events in the City's commercial development during this period included the construction of modern, high-rise commercial office and hotel buildings along Sunset Boulevard and a cultural shift as music and comedy became the primary focus of the West Hollywood nightlife scene.

The Sunset Towers building does not appear to have a significant association with a business, organization, or industry that made important contributions to the commercial growth and development of West Hollywood during these periods. The Continental Bank of Los Angeles commissioned the commercial office building in 1957 as well as subsequent additions that were completed in 1966. The Sunset Towers building was one of two locations for the bank; the other was its headquarters at 9430 Wilshire Boulevard in the financial center of the City of Beverly Hills.[viii] Research uncovered very little information about the Continental Bank of Los Angeles. The bank appears to have been in business for a limited time from the late 1950s through about 1968. Influential businesses, organizations, and industries in West Hollywood during this period were associated with the entertainment industry, hospitality, and interior design. During this period in West Hollywood, banking and financial institutions, such as the Continental Bank of Los Angeles, were not associated with important contributions to the commercial growth and development of the City. Research did not reveal any additional information to suggest the Continental Bank of Los Angeles was a significant institution.

Tenants of the Sunset Towers building since its time of construction included several entertainment industry businesses. None of these businesses appear to have been long-term tenants that made significant contributions to the growth and development of the entertainment or hospitality industries during the time they were located in the Sunset Towers building. Two music industries companies, Anthony Hall Enterprises (tenant of the Sunset Towers building from 1969-1970) and EMI Records (tenant of the Sunset Towers building from 1991-1997), had offices in the building. Both of these companies were based in the United Kingdom. Mere association with a trend, in this case, the music industry, is not sufficient for historic significance. While their presence with offices on the Sunset Strip reflects the importance of the area to the music industry, research did not indicate these companies made important contributions to the growth of the music industry from the Sunset Towers building during the time they were tenants in the building.

Research did not reveal any reason to believe that the Sunset Towers building is individually significant within the context of West Hollywood's commercial development in the Postwar or Modern periods. Nor did research reveal any association with any other historical events. As such, the Sunset Towers building does not appear to be eligible for listing under NRHP/CRHR Criterion A/1.

Criterion B/2: That are associated with the lives of persons significant in our past.

Archival research did not indicate that any previous owners or tenants are known to be historically significant figures at the national, state, or local level. The earliest ownership information for the commercial office building lists John B. Zurlo, president of the Continental Bank of Los Angeles as the owner. Though he appears to have been a successful businessman, research did not reveal any reason to believe that John B. Zurlo is a person of historic significance. For a property to be found eligible for associations with important people, it must be directly tied to an important person and the place where that individual conducted or produced the work for which he or she is known. While numerous music industry companies had offices in the Sunset Towers, research did not indicate the Sunset Towers building was the location where these companies and their associated clients, if important, achieved significance. Therefore, the Sunset Towers does not appear eligible under NRHP/CRHR Criterion B/2.

Criterion C/3: That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.

To be eligible for listing under Criterion C, a property must embody the distinctive characteristics of a type, period, or method of construction, represent the work of a master, possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction.

The Sunset Towers building does not appear to embody the distinctive characteristics of a type, period, or method of construction. There is no record of the original style of the building. When the commercial office building was altered between 1965 and 1966, the cladding of the storefronts along the street level was described as Italian marble and mosaic. These materials are no longer extant, though their removal is not specifically documented in the permit record.

As it currently appears, the style is best described as Late Modern. This appears to be the result of continuous alterations to the primary elevation along Sunset Boulevard to meet evolving aesthetics and sensibilities. The primary elevation exhibits many character-defining features of the Late Modern style including: the sculptural, cut-out form; an exterior composition employing 45-degree angles; smooth, shiny surfaces of continuous glass (above the street level); a reflecting glass skin set in a smooth grid of mullions; lack of traditional ornament or Classical references; and accents of saturated colors.

These features are not integrated into the complete form of the building; the features are concentrated on the primary elevation and not integrated into an overall megastructure exhibiting the characteristics of the Late Modern style across all elevations. Distinctive examples of the Late Modern style are not limited to the façade of a building. While the Sunset Towers building exhibits features of the style, this is due to alterations since initial construction. The Sunset Towers building is not a distinctive example of a building in the Late Modern style. It has been altered to reflect design trends, but these alterations are not architecturally significant and are not a distinctive representation of the Late Modern architectural style.

The original building permit for the commercial office building could not be located. The permit for the alterations completed between 1965 and 1966 lists Hoops, Borbals & Associates as the architect for the addition and parking structure. John Christian Hoops and Stanley Borbals were partners from 1963 to 1967.[ix] Neither Hoops nor Borbals is recognized as a master architect; therefore, the Sunset Towers building does not represent the work of a master.

The building does not appear to be emblematic of the trend of high-rise construction along Sunset Boulevard that peaked with the construction of eight new buildings in 1962. At the time, the *Los Angeles Times* explicitly did not group the Sunset Towers building in articles or illustrations about the buildings that reflected this trend (Figure 7).[x] Buildings of only four stories were included in the coverage, so height does not appear to be the reason for exclusion. Though the Sunset Towers building can be understood as a high-rise commercial office building, no specific,

important association could be established between the trend of high-rise commercial office building construction and the Sunset Towers building.

As a commercial office building and parking structure without decorative elements, the Sunset Towers building inherently lacks high artistic value and is not significant under this aspect of Criterion C. Lastly, the Sunset Towers building does not contribute to a potential historic district. While the Project site is adjacent to Sunset Plaza, which has been previously identified as a historic district eligible for listing on the NRHP, CRHR, and at the local level,[xi] there is no visual cohesion or shared development history between the Sunset Towers building and the eligible, but not designated, district.

Therefore, the Sunset Towers building does not appear eligible under NRHP/CRHR Criterion C/3.

Criterion D/4: That have yielded, or may be likely to yield, information important in prehistory or history.

The Sunset Towers building is not significant as a source, or likely source, of important historical information nor does it appear likely to yield important information about historic construction methods, materials or technologies. Therefore, the Sunset Towers building does not appear eligible under NRHP/CRHR Criterion D/4.

City of West Hollywood Significance Evaluation

For the same reasons detailed in the NRHP/CRHR evaluation, the Sunset Towers does not appear eligible under any of the City designation criteria, as described below:

City Criterion A. Exemplifies Special Elements of the City.

> *It exemplifies or reflects special elements of the city's aesthetic, architectural, cultural, economic, engineering, political, natural, or social history and possesses an integrity of design, location, materials, setting, workmanship feeling, and association in the following manner:*
>
> *A1. It embodies distinctive characteristics of a period, method, style, or type of construction, or is a valuable example of the use of indigenous materials or craftsmanship.*

The Sunset Towers building does not appear to embody the distinctive characteristics of a period, method, style, or type of construction. When the commercial office building was altered between 1965 and 1966, the cladding of the storefronts along the street level was described as Italian marble and mosaic. These materials are no longer extant, though their removal is not specifically documented in the permit record. As it currently appears, the style is best described as Late Modern. This appears to be the result of continuous alterations to the primary elevation along Sunset Boulevard to meet evolving aesthetics and sensibilities. Consequently, the Sunset Towers building no longer conveys a sense of a specific period or type of construction.

The Late Modern features are not integrated into the complete form of the building; the features are concentrated on the primary elevation and not integrated into an overall megastructure. The Sunset Towers building does not exhibit the characteristics of a style across all elevations. The Sunset Towers building does not embody the distinctive characteristics of the Late Modern style. As a mid-twentieth-century building and parking structure, there is no indication that the Sunset Towers building is an example of indigenous materials or craftsmanship.

Therefore, the Sunset Towers building does not appear eligible under City Criterion A1.

> *A2. It contributes to the significance of a historic area by being: a) A geographically definable area possessing a concentration of historic or scenic properties; or b) A thematically related grouping of properties which contribute to each other and are unified aesthetically by plan or physical development.*

The Sunset Towers building does not appear to contribute to the significance of geographically definable or thematically related concentration of property. The building does not appear to be

emblematic of the concentration of high-rise construction along Sunset Boulevard that peaked with the construction of eight new buildings in 1962. Though its appearance, massing, form, and use reflect the trend of commercial office construction along the Sunset Strip, the Sunset Towers building was not historically or aesthetically recognized as part of this trend. At the time of its construction, the *Los Angeles Times* explicitly did not group the Sunset Towers building in articles or illustrations about the buildings that reflected this trend (Figure 7).[xii] Buildings of only four stories were included in the coverage, so height does not appear to be the reason for exclusion. No specific, important association could be established between this trend and the Sunset Towers building.

The Sunset Towers building does not contribute to the historic significance of a geographically definable area. While the project site is adjacent to Sunset Plaza, which has been previously identified as eligible, there is no visual cohesion or shared development history between the Sunset Towers building and the potential district.

Therefore, the Sunset Towers building does not appear eligible under City Criterion A2.

> *A3. It reflects significant geographical patterns, including those associated with different eras of growth and settlement, particular transportation modes, or distinctive examples of community or park planning.*

The Sunset Towers building does not reflect significant geographical patterns. No significant or important association could be established for the Sunset Towers building during the periods of Postwar West Hollywood (1945-1965) and Modern West Hollywood (1966-1984). Much like the justification presented under City Criterion A2, the Sunset Towers building is unable to convey significance to the above-stated periods of significance. It is not considered an important building in the development of the Sunset Strip.

Therefore, the Sunset Towers building does not reflect significant geographic patterns of development, as such the Sunset Towers building does not appear eligible under City Criterion A3.

> *A4. It embodies elements of architectural design, craftsmanship, detail, or materials that represent a significant structural* or architectural achievement or innovation.

The Sunset Towers building, a commercial office building that has been altered since initial construction, does not embody the elements of architectural design, craftsmanship, detail, or materials that represent a significant structural or architectural achievement or innovation. No publications or advertisements identified the building for its structural or architectural achievements. No original architect was identified during research and no evidence was found to suggest that the building is representative of architectural achievement or innovation.

Therefore, the Sunset Towers building does not appear eligible under City Criterion A4.

> *A5. It has a unique location or singular physical characteristic or is a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city.*

The Sunset Towers building does not have a unique location or singular physical characteristic, nor is it a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city. It is a typical commercial office building on the commercial corridor of Sunset Boulevard.

Therefore, the Sunset Towers building does not appear eligible under City Criterion A5.

City Criterion B. Example of Distinguishing Characteristics.

> *It is one of the few remaining examples in the city, region, state or nation, possessing distinguishing characteristics of an architectural or historical type or specimen.*

The Sunset Towers building is an eight-story commercial office building with subterranean parking and a parking structure (from Sunset Blvd. the building appears to be seven stories). It was

constructed between 1957 and 1966, a period of commercial growth and development for the City and Sunset Boulevard. The building is not one of the few remaining examples of this type of commercial office building. At the time of its construction, the Sunset Towers building was not distinguished in the substantial newspaper articles documenting the development of commercial and hotel buildings along adjacent stretches of Sunset Boulevard. The Sunset Towers building is not a good example or representation of any historical or architectural type or specimen.

Therefore, the Sunset Towers building does not appear eligible under City Criterion B.

City Criterion C. Identified with Persons or Events.

It is identified with persons or events significant in local, state, or national history.

Archival research did not indicate that any previous owners or tenants are known to be historically significant figures at the national, state, or local level. The earliest ownership information for the commercial office building lists John B. Zurlo, president of the Continental Bank of Los Angeles as the owner. Though he appears to have been a successful businessman, research did not reveal any reason to believe that John B. Zurlo is a person of historic significance. For a property to be found eligible for associations with important people, it must be directly tied to an important person and the place where that individual conducted or produced the work for which he or she is known. While numerous music industry companies had offices in the Sunset Towers, research did not indicate the Sunset Towers building was the location where these companies and their associated clients, if important, achieved significance. Therefore, the Sunset Towers building does not appear eligible under City Criterion C.

City Criterion D. Notable Work.

It is representative of the work of a notable architect, builder, or designer.

Archival research failed to indicate an original architect, builder or designer for the building. Hoops, Borbals, & Associates, architects of the addition and parking structure, are not recognized as master architects.

Therefore, the Sunset Towers building does not appear eligible under City Criterion D.

Integrity

To be eligible for listing in the National Register, properties must retain their physical integrity from the period in which they gained significance. In the case of architecturally significant properties, the period of significance is normally the date of construction. For historically significant properties, the length of the historic associations usually measures the period of significance. As the Sunset Towers building is not significant under any NRHP, CRHR, or City of West Hollywood criteria, it does not have a period of significance and the integrity of the buildings does not require further examination.

Summary of Evaluation

The commercial office building and parking structure located at 8730 Sunset Boulevard and known as the Sunset Towers do not appear to be eligible for listing in the National or California Registers, or City of West Hollywood Register of Cultural Resources due to a lack of significance. The recommended California Historical Resource Status Codes for the Sunset Towers building and project site is 6Z.

References

[i] Jon Ponder, "Aerial View of 1930s West Hollywood," Playground to the Stars, accessed August 16, 2021, http://www.playgroundtothestars.com/2014/12/aerial-view-of-1930s-west-hollywood/#more-6260.

[ii] Tom Cameron, "Sunset Strip Being Transformed By High-Rise Office Structure Trend," *Los Angeles Times* (April 29, 1962), I13.

[iii] GPA Consulting, "City of West Hollywood Commercial Historic Resources Survey," 83-84.

[iv] Leland M. Roth, *American Architecture: A History, (*Cambridge, MA: Westview Press, 2001), 514.

[v] Daniel Paul, SurveyLA Los Angeles Citywide Historic Context Statement, Architecture and Engineering, 1850–1980, Subcontext: L.A. Modernism, 1919-1980 Theme: Late Modern, 1966-1990 (Los Angeles: Office of Historic Resources, July 2020), 1, 19.

[vi] Henry F. Withey, AIA and Elise Rathburn Withey, *Biographical Dictionary of American Architects (Deceased)*, (Los Angeles: Hennessey and Ingalls, 1970), 420.

[vii] Withey and Withey, *Biographical Dictionary of American Architects,* 88.

[viii] "Beverly Hills Unit of Bank Opens Jan. 20," *Los Angeles Times* (January 5, 1964), 12.

[ix] Withey and Withey, *Biographical Dictionary of American Architects,* 88 and 420.

[x] Cameron, "Sunset Strip Being Transformed By High-Rise Office Structure Trend," I13.

[xi] This finding corresponds to California Historical Resource Status Codes 3D,3CD, and 5D3.

[xii] Cameron, "Sunset Strip Being Transformed By High-Rise Office Structure Trend," I13.

Appendix B

Preparers' Qualifications

Sarah Corder, MFA

Historic Built Environment Lead

Sarah Corder is an architectural historian with more than 17 years of professional experience throughout the United States in all elements of cultural resources management, including project management, intensive-level field investigations, architectural history studies, and historical significance evaluations in consideration of the California Register of Historical Resources (CRHR) Register, and the National Register of Historic Places (NRHP), and local-level evaluation criteria. Ms. Corder has conducted numerous historical resource evaluations and developed detailed historic context statements for a multitude of property types and architectural styles, including private residential, commercial, industrial, educational, and agricultural properties. She has also provided expertise on numerous projects requiring conformance with the *Secretary of the Interior's Standards for the Treatment of Historic Properties*. Ms. Corder meets the Secretary of the Interior's Professional Qualification Standards for both Architectural History and History. She has experience preparing environmental compliance documentation in support of projects that fall under the California Environmental Quality Act (CEQA)/National Environmental Policy Act (NEPA), and Sections 106 and 110 of the National Historic Preservation Act (NHPA).



Sarah Corder

Education

Savannah College of Art and Design
MFA, Historic Preservation, 2004

Bridgewater College
BA, History, 2002

Relevant Project Experience

8850 Sunset Boulevard EIR, City of West Hollywood, California. Dudek was retained by the City of West Hollywood to complete a Cultural Resources Technical Report for the proposed 8850 Sunset Boulevard Project (project), which consists of the construction and operation of a new mixed-use hotel and residential building. and evaluation of four commercial properties for historical significance and integrity in consideration of NRHP, CRHR, and City of West Hollywood Cultural Heritage Preservation Ordinance designation criteria. The report includes a project-specific impacts analysis in consideration of conformance with the CEQA Guidelines Section 15064.5 for historical resources. Ms. Corder performed field work, archival research, and co-authored the technical report.

Historic Resource Assessment (HRA) for 9000 Dicks Street, City of West Hollywood, California. Dudek was retained by 9000 Dicks Street Capital LLC to complete an HRA for a residential property located at 9000 Dicks Street in West Hollywood, California. The Spanish Colonial Revival residence was built in 1926. As a result of Dudek's study, the property did not appear eligible for the NRHP, CRHR, or as a locally significant resource, due to a lack of significant historical associations, architectural merit, and compromised integrity. Ms. Corder served as the project manager, performed archival research, and co-authored the HRA.

HRA for 9004 Dicks Street, City of West Hollywood, California. Dudek was retained by 9004 Dicks Street Capital LLC to complete an HRA for a residential property located at 9004 Dicks Street in West Hollywood, California. The Spanish Colonial Revival residence was built in 1924. As a result of Dudek's study, the property did not appear

eligible for the NRHP, CRHR, or as a locally significant resource, due to a lack of significant historical associations, architectural merit, and compromised integrity. Ms. Corder served as the project manager, performed archival research, and co-authored the HRA.

HRA for 1223-1225 North Ogden Drive, City of West Hollywood, California. Dudek was retained by 1223 Ogden, LLC to complete an HRA for a multi-family property with four buildings located at 1223-1225 North Ogden Drive in the City of West Hollywood, California. The Spanish Colonial Revival-style bungalow court was built in 1923. As a result of Dudek's study, the property at 1223-1225 North Ogden Drive did not appear eligible for the NRHP, CRHR, or as a locally significant resource, due to a lack of significant historical associations, architectural merit, and compromised integrity. Ms. Corder served as the project manager, completed the field work, performed archival research, and was the primary author for the HRA.

HRA for 852-854 Westmount Drive, City of West Hollywood, California. Dudek was retained by Metros Capital, LLC to complete an HRA for a multi-family residential property located at 852-854 Westmount Drive in the City of West Hollywood, California. The Spanish Colonial Revival-style duplex was built in 1924. As a result of Dudek's study the property appeared not eligible for the NRHP, CRHR, or City of West Hollywood register, due to a lack of significant historical associations, architectural merit, and compromised integrity. Ms. Corder performed archival research and co-authored the HRA.

740-790 East Green Street Mixed-Use Project, City of Pasadena, Los Angeles County, California. The proposed project involves the demolition of five commercial buildings in order to accommodate the development of a new three- to six-story mixed-use building. Dudek prepared a cultural resources technical report that included the results of a pedestrian survey of the project site by a qualified architectural historian, building development and archival research, development of an appropriate historic context for the project site, and recordation and evaluation of five commercial properties over 45 years old for historical significance and integrity in consideration of NRHP, CRHR, and City of Pasadena designation criteria and integrity requirements. Responsibilities included archival research, field survey, and co-authorship of the report.

Carol Kimmelman Sports and Academic Center Project, City of Carson, Los Angeles County, California. Dudek was retained to conduct a cultural resources study on the Victoria County Golf Course and associated recreation buildings for the proposed Kimmelman Sports and Academic Center. As a result of the historic significance evaluation, all golf course components associated with the Victoria County Golf Course were found not eligible under designation requirements. For the project, Ms. Corder conducted a record search, a pedestrian survey, archival and building development research, NRHP and CRHR evaluations, and impacts analysis.

Historical Resource Evaluation Report for the Santa Monica Courthouse, JCC, City of Santa Monica, California. Dudek was retained by the JCC to prepare an evaluation of the Santa Monica Courthouse building, located at 1725 Main Street in the City of Santa Monica, California. The Santa Monica Courthouse was found not eligible for designation under all applicable criteria. Responsibilities included co-authorship of the technical report and archival research.

The Santa Monica City Yards Master Plan Project, City of Santa Monica, Los Angeles County, California. The City of Santa Monica retained Dudek to complete a cultural resources study for the proposed City Yards Master Plan project site located at 2500 Michigan Avenue in the City of Santa Monica. The study involved evaluation of the entire City Yards site, including two murals and a set of concrete carvings for historical significance and integrity. As a result, the City Yards and its associated public art work was found ineligible under all designation criteria. Ms. Corder's responsibilities for this project included building permit research, performed archival research, prepared a historic context statement, and co-authored the technical report.

Allison Lyons, MSHP

Senior Architectural Historian

Allison Lyons (*AL-ih-suhn LYE-ons; she/her*) is an architectural historian with 12 years' experience throughout the western United States in all elements of cultural resources management. Her expertise includes the preparation of environmental compliance documents in accordance with the California Environmental Quality Act (CEQA) and Section 106 of the National Historic Preservation Act, focusing on the evaluation of historical resources and analysis of project impacts. As a historic preservation consultant, she has been involved in the preparation of numerous large-scale historic resources surveys, Historic American Buildings Survey/Historic American Engineering Record recordation, Federal Rehabilitation Tax Credit and Mills Act Historic Property Contract applications, local landmark nominations, and evaluations of eligibility for a wide variety of projects and property types throughout California. She is highly experienced in writing National Register of Historic Places (NRHP) nominations and historic context statements for local governments.

Ms. Lyons meets the Secretary of the Interior's Professional Qualifications Standards for history and architectural history pursuant to Title 36, Part 61, of the Code of Federal Regulations, Appendix A.



Allison Lyons

Education

Columbia University, 2010
M.S., Historic Preservation,

Scripps College, 2006
B.A., European Studies,

Professional Experience

Dudek, Senior Architectural Historian, 2021–Present

GPA Consulting, Associate Architectural Historian, 2015-2019, Senior Architectural Historian, 2019–2021

Chattel Inc., Associate Architectural Historian, 2013–2015

Architectural Resources Group, Architectural Historian, 2010–2013

Mellon Graduate Fellowship in Primary Sources, Columbia University, 2009–2010

Relevant Project Experience

As-Needed Historic Research Consultant On Call Services, Coronado, California. Dudek is currently working with the City of Coronado Community Development Department to provide historic preservation services on an as-needed basis. Services scoped under the current contract include historic resources surveys; archival research; preparation of evaluation reports in consideration of National Register of Historic Places, California Register of Historical Resources, and City of Coronado designation criteria; attendance at Historic Resource Commission and City Council hearings; and review of projects for conformance with the Secretary of the Interior's Standards for Rehabilitation. Since January 2019, Dudek has completed 20 work orders for the city. Ms. Lyons serves as a senior architectural historian for the historical resource evaluation task orders and is responsible for quality assurance/quality control of specific deliverables. (2021–Present)

Los Angeles Department of Water and Power Century Trunk Line, Los Angeles Department of Water and Power, City of Los Angeles, California. Dudek was retained by Los Angeles Department of Water and Power to prepare an Avoidance and Protection Plan for Air Raid Siren No. 150. The resource is eligible for the NRHP and California Register of Historical Resources and as a City of Los Angeles Historic-Cultural Monument under Criteria A/1/1

and C/3/3 for its association with World War II and Cold War military infrastructure, and is a historical resource under CEQA. Ms. Lyons is serving as a senior architectural historian, providing quality assurance/quality control for the Post-Construction Monitoring Report. (2021–Present)

150 E. Colorado Boulevard Redevelopment Site Historical Resource Evaluation and Impacts Analysis (for CEQA), Pasadena, California. Ms. Lyons complete a completed historic resource evaluation of a commercial office building proposed for demolition. The building dated to the late 1970s. Ms. Lyons also analyzed the potential for a proposed new residential development on the site to impact adjacent historical resources. (2021)

City of West Hollywood Residential Properties in the R2, R3, and R4 Multiple-Family Zoning Districts Historic Context Statement, West Hollywood, California. In 2020, the City of West Hollywood began a phased project to update the 2008 citywide survey of Residential Properties in the R2, R3, and R4 Multiple-Family Zoning Districts. Ms. Lyons co-authored the historic context statement prepared as the first part of the project. (2020–2021)

Four Gables Apartment Building Historic Structure Report and Mills Act Contract Application, West Hollywood, California. The Four Gables apartment building was designed by Leland A. Bryant in a French Chateauesque style. The 16-unit apartment building was completed in 1927. Ms. Lyons prepared an Architectural Features and Treatment Recommendations report as part of an application for a Mills Act contract with the City of West Hollywood. (2019)

City of West Hollywood Commercial Properties Historic Context Statement and Historic Resources Survey (Intensive), West Hollywood, California. The City of West Hollywood completed the Commercial Survey as an update to the initial citywide survey conducted in 1986. The Commercial Survey focused on commercial, institutional, and industrial structures built before 1975. The project was completed in the fall of 2016. Ms. Lyons conducted research, co-conducted fieldwork, co-authored historic context statement, documented potential historic resources on inventory forms using the RuskinARC database, and prepared the final survey report. She presented multiple times at public meetings for the project. In conjunction with the project, a new website was developed. The project was awarded the California Governor's Historic Preservation Award and the California Preservation Foundation Preservation Design Award. (2015–2017)

1141-43 N. Detroit Avenue Redevelopment Site Historical Resource Evaluation and Impacts Analysis (for CEQA), West Hollywood, California. Ms. Lyons completed a historic resource evaluation of low-density residential buildings from the 1920s on a project site proposed for redevelopment. The buildings were proposed for demolition. Ms. Lyons also identified historical resources in the vicinity of the proposed project site and analyzed the potential for the proposed project to impact historical resources according to CEQA thresholds for determining impacts. (2017)

Villa Primavera, 1300 N. Harper Avenue, West Hollywood - parking addition Secretary of the Interior's Standards Compliance Review, West Hollywood, California. This Spanish-style courtyard apartment building was built and designed by noted developers Arthur and Nina Zwebell. It is considered their first architectural and aesthetic triumph. The building is part of a district listed on the National Register of Historic Places. Ms. Lyons assisted the property owner in exploring options for creating additional parking on the site that would comply with the Secretary of the Interior's Standards. (2017)

Ace Gallery HABS Documentation, Beverly Hills, California. A substantially altered commercial building, formerly the Continental Bank of Los Angeles, was used as an art gallery and proposed for demolition to accommodate staging areas needed for the construction of the Metro Purple Line Extension along Wilshire Boulevard. The building was constructed in the 1920s. Master architect Sidney Eisenshtat designed a Brutalist concrete façade for the building in the 1970s. Ms. Lyons prepared HABS narrative documentation of the building with Brutalist concrete façade on Wilshire Boulevard, fulfilling a mitigation measure before the demolition. (2016)

Erin Jones

Architectural Historian

Erin Jones (*AIR-in JO-nes; she/her*) is a highly committed, well-qualified professional with experience co-authoring National Historic Landmark nominations, authoring historic context statements, California Department of Parks and Recreation 523 forms, and architectural building descriptions. Ms. Jones is familiar with National Register Bulletins and Section 106, as well as the National Environmental Policy Acy, National Historic Preservation Act, and California Environmental Quality Act. Her objective is to connect the public to socially diverse histories and contribute to the historic preservation and education of our community. Credible experience with Microsoft Office Suite.

Education

California State University, Sacramento
Master of Arts Public History with Honors, Spring 2021

University of Oregon
Bachelor of Arts History, Fall 2017

Relevant Previous Experience

Research Assistant, JRP Historical Consulting LLC, Davis, California. Serving as research assistant, conducted field work recording architectural and engineering characteristics for a variety of built environmental resources, including commercial, residential, and agricultural buildings. Responsible for the preparation of Historic Resources Evaluation Reports, Historic American Building Survey forms, and California Department of Parks and Recreation 523 forms, as well as infrastructure descriptions and historic context statements. (2019–2020)

State Route 132, JRP Historical Consulting LLC, Modesto, California. Conducted field work, crafted 50 DPR 523 forms, developed historic context statement. (2019–2020).

Metropolitan State Hospital, Department of State Hospitals, Norwalk, California. Developed Historic American Building Survey and crafted infrastructure descriptions. (2020).

Main Street, JRP Historical Consulting LLC, Salinas, California. Conducted field work, crafted 20 DPR 523 forms, developed historic context statement. (2020).

Research Assistant, University INC., Sacramento, California. Serving as research assistant, aided in the research, writing, and preparation for the National Historic Landmark Nomination of Pond Farm Pottery in Guerneville, California. Additionally, authored Sutter County's Century Farmers historic context document. (2020–2021)

Podcast Developer, California State University, Sacramento, California. Developed, wrote, and produced California State University, Sacramento's "Out of the Dust" podcast its inaugural year. "Out of the Dust" focuses on stories from the State of California that are often not emphasized by historians, examines the built environment, and discusses the stories that shaped California's land use. (2020)

Supervisor, Shelton-McMurphey Johnson House Museum, Eugene, Oregon. Designed and installed exhibits; developed oral history program; organized and implemented tours and training guidelines; liaised between groups, presenters, and museum staff. (2016–2017)

Appendix D

Noise Analysis Data

To User: bordered cells are inputs, unbordered cells have formulae

noise level limit for construction phase, per City of West Hollywood = 75
allowable hours over which Leq is to be averaged (example: 8 for FTA guidance) = 1

Construction Phase	Equipment	Total Equipment Qty	AUF % (from FHWA RCNM)	Reference Lmax @ 50 ft. from FHWA RCNM	Client Equipment Description, Data Source and/or Notes	Source to NSR Distance (ft.)	Distance-Adjusted Lmax	Allowable Operation Time (hours)	Allowable Operation Time (minutes)	Predicted 1-hour Leq
New Billboard Construction - Dig Foundation Hole - Day 1	Crane	1	16	81		250	67.0	1	60	59
	Front End Loader	1	40	79	Bobcat	265	64.5	1	60	61
	Dump Truck	2	40	76	Haul Trucks	285	60.9	1	60	60
					Total for New Billboard Construction - Dig Foundation Hole - Day 1 Phase:					**64.6**
New Billboard Construction - Set Pole/Pour Concrete - Day 1	Auger Drill Rig	1	20	84	Drill	250	70.0	1	60	63
	Concrete Mixer Truck	2	40	79	Concrete Trucks	265	64.5	1	60	64
					Total for New Billboard Construction - Set Pole/Pour Concrete - Day 1 Phase:					**66.3**
New Billboard Construction - Day 2-4	Crane	1	16	81		250	67.0	1	60	59
	Man Lift	1	20	75	Basket Truck	265	60.5	1	60	54
					Total for New Billboard Construction - Day 2-4 Phase:					**60.1**
Building & Landscaping Improvements - Building	All Other Equipment > 5 HP	1	20	85	Suspended Scaffolding System	250	71.0	1	60	64
	Man Lift	1	20	75	Scissor Lift	265	60.5	1	60	54
					Total for Building & Landscaping Improvements - Building Phase:					**64.4**
Building & Landscaping Improvements - Landscaping	Man Lift	1	20	75	Scissor Lift	250	61.0	1	60	54
					Total for Building & Landscaping Improvements - Landscaping Phase:					**54.0**